

COFFEE AND TEA **INDUSTRIES** **AND THE FLAVOR FIELD**

**OCTOBER
1961**

FORMERLY THE SPICE MILL • 84th YEAR



BERNARD L. LEWIS, INC.
PUBLIC RELATIONS

"VOICE" . . . pages 4 & 5

C. E. BICKFORD
NEW YORK, 120 WALL STREET

AND CO.
SINCE 1886

COFFEE BROKERS and AGENTS
427 GRAVIER STREET, NEW ORLEANS

In 1959, we asked 1,800 New York households which coffee was the world's best.

A few knew. Then we put Juan Valdez* on TV for 55 weeks.

When we checked again in June, 1961, what do you think happened?

Rating of Colombian coffee as "the best," shot up a staggering 317%.[†]



BEFORE 9.2%



AFTER 38.4%

[†]The response in Los Angeles, Chicago, Philadelphia, Detroit, San Francisco, Boston, Pittsburgh, Washington and Cleveland was pretty good, too—468% increase! And that's nine more good reasons for featuring Colombian Coffee in your brand.

*Proprietary mark of the National Federation of Coffee Growers of Colombia.



A Coffee Buyer's Guarantee For Unequalled Dependability and Service

J. ARON

and Company Inc., coffee importers

NEW YORK
79 Pine Street

NEW ORLEANS
336 Magazine Street

CHICAGO
767 N. Milwaukee Ave.

Representatives in: SANTOS, RIO de JANEIRO, PARANAGUA and principal coffee producing countries throughout the world.



Only a Tea Taster can tell . . .

Today, about 70 percent of all tea sales is in tea bags — most of them made of Dexstar tea bag papers.

One reason for this — only a tea taster can tell the difference between ritualistically brewed tea and tea brewed in bags made of Dexstar papers.

Three other good reasons: home-makers find that tea bags keep tea fresher, are more convenient, and more sanitary.

C. H. Dexter & Sons, Inc., Windsor Locks, Connecticut.



COFFEE AND TEA INDUSTRIES

AND THE FLAVOR FIELD

"THE PIONEER PUBLICATION IN THE COFFEE, TEA AND SPICE FIELD"

OCTOBER, 1961

MEMBER OF
NCA

MEMBER OF
TEA ASSOCIATION
OF THE U. S.

VOL. 84, NO. 10

YOUR EDITOR VISITS	4, 5
IS YOUR BUSINESS COMPLETELY INSURED	7
REPORT ON TEA CONVENTION	10, 11
SWEDISH COFFEE SURVEY REPORT	13
GREATER ACCURACY IN LESS THAN HALF THE TIME (Lipton)	16, 17
TEA TASTER TELLS SUCCESS SECRETS	20
YOURS FOR THE ASKING (Literature)	24, 25
PEOPLE	27 thru 29
SHIPS SAILINGS	32 thru 38
REGIONAL TRADE NOTES	41 thru 43
INDEX TO ADVERTISERS	44

STAFF:

Publisher, Robert A. Wood, Jr.; Editor, Lash Bauman; Advertising Manager, Neil McGowan; Business and Circulation Manager, E. Redmond; Consultant, E. F. Simmons.



84th Year

T. M. Reg.

AREA REPRESENTATIVES:

Southeastern Representative — Samuel B. Wade; **New Orleans** — Martha Ann Samuel, 1225 Washington Avenue; **West Coast** — Warren Kludt, 301 Second St., San Francisco 7; **Midwest** — Robert J. Scott, 4149 W. Barry St., Chicago 41; **Mexico City** — Douglas Grahme, Apartado 269; **Rio de Janeiro** — A. Sampaio Filho, Rua Quitando 191; **Santos** — Tullio Catunda, Praça Maua, 20-s/217; **Pakistan** — Khalid Askary, 8 Razzagzakarla Bldg., Burns Road, Karachi.

SUBSCRIPTION PRICES:

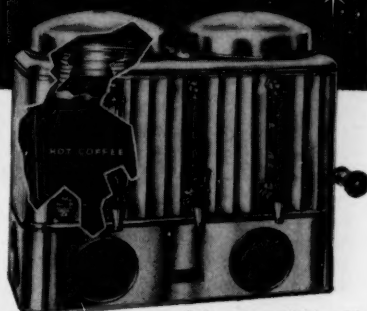
\$5.00 per year, U. S. A.; \$5.50, Canada; \$6.00, Foreign. Published monthly. Copyright 1961 by The Spice Mill Publishing Co., Inc., 106 Water Street, New York 5, N. Y., Whitehall 4-8733.

OCTOBER, 1961



NOW—
**BREW
BETTER
COFFEE**

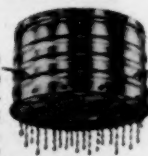
the way the
COFFEE BREWING
INSTITUTE does!



Twin urns available with
6 or 10 gal. capacity.

CECILWARE

Series '61' coffee URNS
FEATURING THE
GRIDDED RISER



Write for our
new catalog
Number 50

Each month, experts from the Coffee Brewing Institute give brewing demonstrations before thousands. And the urn method they recommend uses the Gridded Riser. It creates a flat, level coffee bed which forces all the water to filter faster for correct extraction.

See us at booth 1093, AGA Exhibit,
National Hotel Exposition

CECILWARE-COMMODORE
43-05 20th Avenue, Long Island City 5, N. Y.



YOUR EDITOR VISITS...

"Go ahead and be different. Bake a **black pepper cake!**", writes a food editor in Detroit . . . "There's been a big rebirth of interest in spices lately", a radio commentator in Hartford, Connecticut tells her listeners . . . "Spice colors are the fashion this year", reads a sign in the department store window . . . "There's magic in spices", a chef's magazine proclaims . . . "Children should become familiar with seasoned foods," the nutritionists of the leading women's magazine advise.

Signs of our times? Yes, they are but none of them just happened. They and thousands of messages like them resulted from the work of a busy office on the sixth floor of the lofty Empire State Building in New York.

The sign on the door reads, "Bernard L. Lewis, Inc.—Public Relations". Inside is the "voice of the spice trade". One day recently, Coffee and Tea Industries paid the Lewis organization a visit, with camera in hand. The photos on these pages record some of the things we saw, showing where and how spice publicity is produced and who makes it tick.



THE A.S.T.A. INFORMATION BUREAU in action, headed by Marshall Neale. With the aid of an extensive fact and photo library, a small portion of which is seen above, and A.S.T.A.'s own special publications, the Bureau handled over 20,000 requests for spice information last year.



GRADUATE HOME ECONOMISTS under direction of Mrs. Avanelle S. Day, at left, develop and painstakingly test every recipe which is released by A.S.T.A.



THE "BOSS" MAKES A POINT during the shooting of a movie in the test kitchen. Bernard L. Lewis, second from left, is well known as a shirtsleeves p.r. man to A.S.T.A. members. He has personally directed the spice publicity program for over 14 years.



THE SOURCE of more than 400 new spice recipes a year is this modern test kitchen, boasting three complete kitchen units (range, sink, refrigerator). Adjoining the kitchen, at upper left in photo, is a fully equipped photo studio.

The "Voice" of The American Spice Trade Association



HAD TO GO TO BROOKLYN for this shot of chef Alfred Goldsmid preparing a few gallons of a new, spicy spaghetti sauce, but it's all part of the A.S.T.A. program. At present, the huge quantity recipes and photos for the trade's institutional publicity program are prepared in a working commercial kitchen in Brooklyn. The use of typical restaurant equipment and conditions gives complete authenticity to the information A.S.T.A. prepares for this field.



ANOTHER SPICE FOR FLAVOR RELEASE taking shape on the typewriter of Miss Lillian Stuckey. A former food editor and cookbook author, Miss Stuckey unearths a steady stream of new and unusual facts about spices for A.S.T.A.'s releases to press, radio and television.



IT TAKES AN ENTIRE DAY, on the average, to produce one of A.S.T.A.'s color food photos. Home economists, above, add the final touches, but preparation began days before with recipe development (for the dish to be pictured), artist's layout, shopping for props, etc.



GIFT SHOP? No, this is a portion of the Lewis store-room where a large supply of photo props is kept ready for photography. However, because editors are always looking for new accessories in their food photos, Lewis staffers also shop continually for the latest designs in dishes and tableware. Most of the latter are borrowed and returned after photography.

**Watch for our next
Visit to . . .**



*Another
GUMP Installation
makes big savings*

BAR-NUNS cut labor costs 50%

With Bar-Nun installations like the one shown here, coffee plants cut bag packaging costs thousands of dollars a year.

In this plant, two Bar-Nun Automatic Bag Feeders, Openers and Weighers are installed to discharge in the same direction. One operator tends both Bar-Nuns with a combined production of about 56 bags a minute—automatically fed, opened, held, filled, and ejected to the bag closing equipment.

Thus, packaging labor is released to handle

other duties. Even a single Bar-Nun can cut bag packing labor requirements by one-third to one-half. Equally important — extreme Bar-Nun accuracy prevents the costly overweights of less accurate weighers. The saving in coffee can exceed the big labor economy.

Write for details on the Bar-Nun installation that will save you thousands of dollars a year. Tell us the weights you package, whether it's ground or bean coffee, and the hourly volume desired. No obligation.



B. F. GUMP Co. 1312 S. Cicero Ave., Chicago 50, Ill.

Engineers and Manufacturers of Coffee Plant Equipment

SALES AND SERVICE

New York 36—JABEZ BURNS AND SONS, INC.—600 West 43rd Street

San Francisco 5—TEMPO-VANE MANUFACTURING CO.—330 First Street

Dallas 2—J. B. WILLIAMS—1026 Young Street

COFFEE & TEA INDUSTRIES and The Flavor Field

Is Your Business Completely Insured?

by GEORGE SCOTT

Scott and Harold, N.Y.C. Insurance Brokers, urge Coffee Roasting firms to review their insurance so as to be sure all exposures are properly covered before loss or damage is sustained.

Many roasting firms import coffee from other countries. Whenever it is possible, the importer should have control of the ocean marine insurance and **not** have the shipper arrange this insurance for them. When the importers have their own policy, all shipments are automatically covered by making declaration to the insurance company. With regard to coffee shipped subject to "C & F Terms" (cost and freight), the policy should always contain a warehouse to warehouse clause, a strike, riot and civil commotion clause also a war risk clause. Under the warehouse to warehouse clause, the coffee would be covered from the time of its initial point of shipment until it reaches its ultimate destination.

Coffee shipped subject to "F.A.S. Terms" (Free alongside ship port of entry) may not be covered by the ocean marine insurance after the expiration of free time allowed on the dock. With regard to this type of shipment, the importers should have a clause in their inland marine policy which states that this type of **shipment** is **automatically covered** from the time the insurance provided for by the ocean marine policy ceases.

Then there is a shipment known as an "Ex-Dock Purchase" port of entry. Under the terms of this type of shipment, the importer takes title after the expiration of free time allowed on the dock. Here again, the importer may not be covered unless his inland marine policy contains a clause stating that the policy automatically applies just as soon as the importer takes title on the pier.

Both shipper and consignee often refer to ocean marine insurance in their purchase contracts. Very often, however, an ocean marine policy covers only **specifically** mentioned perils. All ocean marine policies, should insure against "All Risks of Direct Physical Loss or Damage from any external cause".

Important Additional Clauses

For various reasons, an importer buys subject to "C.I.F." terms meaning (Cost Insurance and Freight). Under these terms, the insurance is usually arranged by the shipper and the policy may cover only specifically mentioned perils. To be properly protected, on a purchase of this type, the importer should have a clause in his own policy, covering "Difference In Conditions".

For example, in the event the shipper's policy was limited to specifically mentioned perils resulting in a loss or damage not being covered, the importer could collect under the "Difference In Conditions Clause", which is contained under his own policy and would cover perils not mentioned in the shippers policy. It is always best, however, for the importer when buying on "C.I.F. Terms" to have stated in the purchase contract that the shipper's policy covers "All Risks", including strike, riot and civil commotion clause, a war risk clause and a warehouse to warehouse clause.

It is also possible for the importer to have a valuation clause in their policy worded so that an agreed percentage can be added to the cost to cover profit in the event of loss or damage.

Fire Coverage

It is often surprising to find that fire insurance policies covering insured premises, do not have attached "Extended Coverage and Malicious Damage Clauses".

The extended coverage endorsement among other perils, covers explosion damage. While all machines are manufactured and installed today in accordance with complete safety standards, machines using gas in their operation have an inherent exposure. In the event of an explosion due to the careless operation on the part of an employee, any direct loss or damage would be covered by the extended coverage endorsement subject to its conditions.

There are times when a dissatisfied employee may maliciously damage his employer's property. The malicious damage clause subject to its conditions would cover such direct loss or damage.

The attachment of both these clauses to a fire policy can be done at a very low premium cost.

Public Liability Re-examined

It is often found that public liability policies do not include liability for damage to property of others. In the event of a fire, damage sustained by the insured, the amount of damage would be collectable under the insured's fire policy. If the fire which occurred on the insured's premises is a result of negligence on the part of the insured, the insurance carriers, for other tenants in the building or in adjoining buildings who sustain damage, may be in a position to sue the insured for the amount that was paid by the carriers to such other tenants. The inclusion of property damage under the insured's public liability policy would cover such suits.

All public liability policies, should also include products liability which would cover the insured against claims arising out of the consumption of food including the handling and use of their containers. In addition such policies should have attached an endorsement which would cover any liability the insured has assumed under contract.

While public liability policies, subject to their conditions, cover claims made against the insured for personal injuries resulting from accident, the word accident at times has been clearly defined and it is suggested that in all such policies the word "occurrence" be substituted for the word "accident".

Important Employee Coverages

Firms in most states, are responsible for the use and operation in their business of automobiles owned or operated by employees. When such an exposure exists, the employer should have a non-ownership policy covering the employers liability in connection with the operation of such vehicles. This coverage is obtained at a very low premium cost.

With regard to workmen's compensation insurance, every policy should have attached an "All States" endorsement. If the state outside the state in which the firm's plant operates takes jurisdiction over a claim, the insured may have no coverage unless an "All States" endorsement is attached.

Every business has various exposures and whenever possible insurance policies should be written in such form as to cover these various exposures.

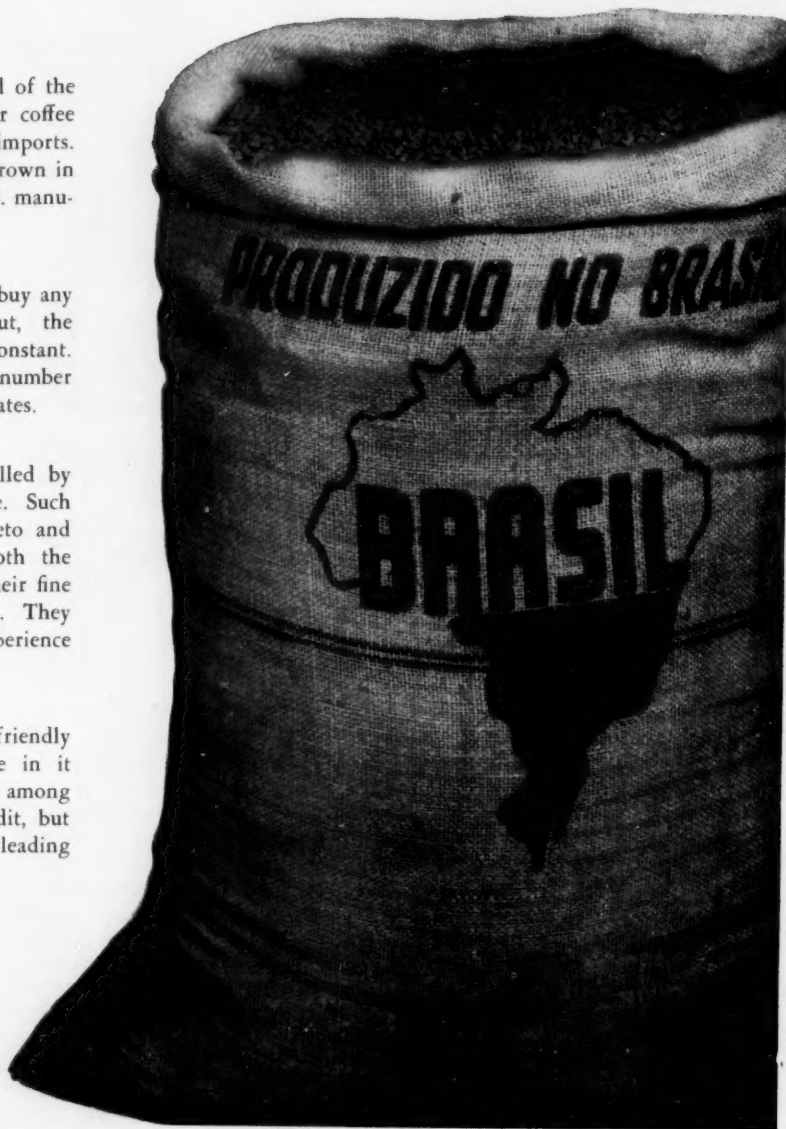
BRAZILIAN COFFEE — U. S. NO. 1 FOOD IMPORT

YEAR AFTER YEAR, the demand of the people of the United States for coffee has made it the largest of all food imports. The major portion of this coffee is grown in Brazil. Brazil, in turn purchases U. S. manufactured and processed products.

U. S. consumers, of course, can buy any coffee they choose. But, the nationwide taste for Brazils remains constant. Obviously, Brazilian Coffee is the number one food import into the United States.

THE variety of Brazils is unequalled by any other single source of coffee. Such crops as the Campinas, Ribeirao Preto and Sul de Minas are renowned by both the public and coffee experts alike for their fine quality, full body, flavor and aroma. They are a result of generations of experience found only in Brazil.

COFFEE is well known as a friendly drink—and the great commerce in it helps to weld bonds of friendship among nations. All coffee men deserve credit, but we of Brazil are proud to make a leading contribution.



BRAZILIAN COFFEE INSTITUTE

COFFEE & TEA INDUSTRIES and The Flavor Field



BRAZILS ARE PREFERRED

THE BRAZILIAN COFFEE INSTITUTE

120 WALL STREET, NEW YORK 5, N. Y.

OCTOBER, 1961

Highlighting the Speakers at Tea Convention . . .



W. Gardner Barker, President Tea Association of the U.S.A. Inc.

I believe the two most important words at all levels and in all spheres of human endeavor are competition and choice.

Without competition man has little incentive to progress. Without choice he has very little freedom to progress.

Generally progress doesn't happen, however, unless and until a man—or an industry—chooses to compete.

To its credit, the Tea Industry elected quite a few years ago to step up the competitive pressures of brand versus brand and of tea versus other beverages at the industry level. Today and for the future our responsibility is to support that basic choice and to work to make it ever more effective in expanding our whole industry.

** Excellent Kickoff*

Paul S. Willis, President, GMA.

The food industry has become a very stable industry with a steady growth of about \$3 billion a year. This growth has been maintained even though major industries suffered from depressions. It is a very dynamic industry. We are constantly doing new things which provide better services and greater offerings to the American people. And we are providing all of these additional services, varieties, conveniences, etc. at prices which are no higher today than the prices which people paid for the government standard grocery basket in 1952. No other major industry anywhere can make such claims.



Marshall F. Chapman, Vice President, A. C. Nielsen Company.

All beverages advanced in sales in June & July, 1961 over a like period in 1960. But Tea's advance was 50% greater. Tea bag sales and instant tea sales are showing greatest successes this year.

** Figures show promise.*



Stanley F. Teele, Dean, Graduate School of Business Administration, Harvard University.

Industry has a greater stake in the future education of our youth, today more than ever. The price can not be too high.

** True*



Major General John B. Medaris, U.S. Army, Ret., President, The Lionel Corp.

There has been too much compromise, not enough decision. Get all the facts, make your decision, stand behind it. In other words, "Stand up and be counted."

** We want to be counted*



A. Kohr Sprenkle, Vice President, American Stores Company.

There must be cooperation between Packer and Distributor for greater tea sales. Specials only make short term peak periods and inventory problems for all. The packer should get together with the distributor and work out mutual problems and solutions.

** A good policy*



Soesanto Djojosoegito, Consul General of Indonesia in New York.

The United States, which is our biggest trade partner, offers a tremendous market for our export commodities. We export many products to this country, and although tea is not the first in value and volume it has become one of the main foreign exchange earners, which contribute in the realization of our economic development.

** Informative*



S. C. A. Nanayakkara, Commercial Secretary, Embassy of Ceylon.

We in Ceylon believe that there is a bright future for tea and that our combined efforts will succeed in converting more and more people, especially in the USA, to the pleasant habit of tea drinking. Let us hope so. Let us also hope that our efforts and yours will continue in that spirit of mutual cooperation which has hitherto characterized the relationship between these two ends of a fascinating and useful industry.

** Informative*

John M. Anderson, Executive Director, Tea Council of USA, Inc.

Projecting a new personality for Hot Tea is the assignment to which our advertising, merchandising and publicity is dedicated for this Fall and beyond. We believe there is going to be a new excitement for Tea loose in the land this winter, and as a result we believe the future for Tea has never been more promising.

** We'll help*



Guy S. Saffold, Vice President, Leo Burnett Company, Inc.

"The decision to direct the 1962 Hot Tea Campaign toward younger people—with a new vigorous approach—was a deliberate one. We think it holds the promise of building new interest in Tea—at stimulating new trade interest—creating new attitudes which will result in action for our product."

** Interesting without sparks*

Edward C. Parker, Chairman, Tea Council of the USA Inc.

"I believe that getting young people in the United States to drink both hot and iced tea is the biggest challenge the industry faces. Experience seems to have taught us that there is no particular advantage in beaming our messages to either the male or female, or the city dwellers against the suburbanite of any other special group of people; however, we must induce the young people to drink hot or iced tea."

** Touchdown*



Lunril R. Roy, Consul General of India in New York.

Our problems have been many since independence although everyday that passes shows improvement. Our tonnage in tea has increased steadily. Unfortunately the U. S. has not kept pace with this increase. We look forward to a more prosperous future in U. S. market.

** Is the price right?*



Fred Rosen, Fred Rosen Associates, Inc.

Why the American Teenager is so important to us:

1. The teenage market is an enormous market in its own right, with its own tastes and its own vast purchasing power.
2. The teenage market of today will be the total United States family market of tomorrow.
3. Teenagers help to influence their family decision on what to buy, so, in reaching them, we reach a much larger market than just the immediate target.
4. Any association of tea with youth gives tea a more virile, youthful image to all consumers.
5. Most important—teenyears are the formative the germinating years when the habits of a lifetime are crystallized.

Jesse Taub, of Fred Rosen Associates, Inc.

Thanks coach. American youth might yet turn out to be tea's secret weapon in the American home. If we are creative and determined enough, we just might strike a spark and start a chain reaction in this fad world of youth which will blow the lid off the present tea market.

** Put us in, Coach!*





O. H. Stark, Vice President and General Sales Manager, Snyder & Black & Schlegel, Inc.

A good display must be new and different. I personally feel that a good or successful display is one that has been created from a sound merchandising idea. It can be small, medium or large. The size is of little consequence as long as it attracts attention.

• *Why no tea displays?*

Vice Admiral John L. McCrea, U.S.N., Ret., Vice President, John Hancock Mutual Life Insurance Company.

If we are to survive we must support the United Nations.

• *Timely*



• *Publisher's on-the-scene comment!*

IT WASN'T ALL WORK AT GREENBRIER

THE GREAT IMPERSONATION NIGHT



Many of History's Famous and Infamous characters were there. To name a few; Diamond Jim, Lillian Russell, Machine Gun Kelly, Sir Thomas Lipton, Hathaway Man & Girl, Mark Anthony, Florence Nightingale, Mati Hari, Groucho Marx, John Smith, Pocohantas, couple of beatnicks, Girls & Boys from the roaring 20's, Abe Lincoln (2), Napoleon (2), Puritans, Sheik and Dancing Girls, Genghis Kahn with Harem and many others.



BLOOMFIELD

NOW
has the

KEY

TO GREATER PROFITS

SILEX

world's most famous name
in coffee making!

Assured EFFICIENCY & ECONOMY

SILEX

world's most famous name in coffee making



2-UNIT WARMER
Speeds up service for rush hour efficiency. Saves time, gains customer satisfaction.

FUTURAMIC DECANTER

COFFEE WARMER
Crystal and chrome, complete with candles. For all decanters.




STARBURST CARAFE
A real rumble pleaser for dining service at the table! 8 and 12 cup capacity, 18 karat gold-plated trim. Complete with gold trim candle-warmer base.

Assured EFFICIENCY & ECONOMY

SILEX

world's most famous name in coffee making



SILEX INSTANT WATER HEATER
Constant supply of hot water at current prices for percolate, coffee, tea and hot chocolate. Fully automatic. 120 cup capacity per hour. Ideal for hotels, restaurants, and homes.

SILEX 2-UNIT WARMER
For rush-hour speed-up at serving locations. This auxiliary warming station saves time and customers... makes money for you!



SILEX

world's most famous name in coffee making

a new light on delightful dining!




STARBURST
8 and 12 cup capacity, 18 gold-plated. Complete.

SILEX

Restaurant Equipment Division

BLOOMFIELD INDUSTRIES, Inc.
4546 West 47th Street • Chicago 32, Illinois
NEW YORK • CHICAGO • LOS ANGELES



"Room Service" COFFEE MAKER

Put the modern magic of Silex "Room Service" Coffee Makers to work for you... Makes to work for the return and profit from the return and referral patronage every day of full occupancy every day of the year. Your regular customer can furnish instant coffee, tea or chocolate. Easy to use—switch controlled. Holds 4 cups. 115 Volt. AC.

Assured EFFICIENCY & ECONOMY

SILEX

world's most famous name in coffee making



FAST FLEX
Silex equipment... fast flexibility... hour efficiency or off-peak.

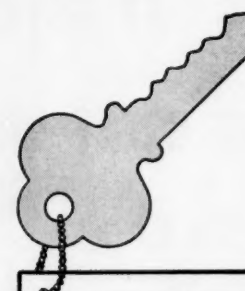
SILEX

Restaurant Equipment Division

BLOOMFIELD INDUSTRIES, Inc.
4546 West 47th Street • Chicago 32, Illinois
NEW YORK • CHICAGO • LOS ANGELES

FAST FLEX

Silex equipment... fast flexibility... hour efficiency or off-peak.



See the Entire
SILEX
Profit Line at
BOOTH 1037
National Hotel
Exposition

These ads appear in the
following publications...
pre-selling your customers!

American Motel
CS Food & Equipment Manual
Chain Store Age
Coffee & Tea Industries
Drive-In Management
Fast Food
Food Service
Hotel Bulletin
Hotel Monthly
Institutions Catalog Directory
Restaurant Equipment Dealer
Restaurant Management
Tea & Coffee Trade Journal
Tourist Court Journal
Volume Feeding Management
World Coffee & Tea

SILEX
Restaurant Equipment
Division

BLOOMFIELD INDUSTRIES, Inc.
4546 West 47th Street • Chicago 32, Illinois

CHICAGO
LOS ANGELES
NEW YORK

Bloomfield acquires Silex Restaurant Division

Acquisition of the Silex restaurant equipment division of Proctor-Silex Corp. by Bloomfield Industries, Inc., Chicago, was jointly announced today by Daniel Bloomfield, president of Bloomfield Industries and Stanley M. Ford, president of the appliance division of Proctor-Silex.

Bloomfield Industries, which manufactures the largest line of equipment for the food service industry, household giftware and equipment for hospitals, will continue the present line of Silex coffee making and serving equipment for restaurants and institutional use, according to Bloomfield, and will add new items and models to maintain leadership in this field.

Proctor-Silex will continue the manufacture and sale of Silex glass percolators and serving appliances for the consumer market. Ford said that transfer of the restaurant equipment business to Bloomfield Industries, effective October 1, will permit Proctor-Silex to concentrate on its expanding sales of these and other product lines in the consumer field. Bloomfield Industries will continue to use the Silex brand name on restaurant equipment products as a trademark licensee of Proctor-Silex.

Certified announces 5 new grades of liquid coffee concentrate for vending machines

Economically-Priced Blends Pasteurized
For Longer Shelf Life: May be Re-Frozen

The Certified Coffee & Tea Processing Company, Inc., Hillside, New Jersey, announces the introduction of five new grades of liquid coffee concentrate, all specifically developed to meet every coffee vending need.

The five grades are Supreme, Premium, Regular, Deluxe and Special. All are brewed with Artesian Well Water and Pasteurized to extend non-frozen shelf life to 30 days and enable the vending machine operator to actually re-freeze the contents of an unopened can.

The entire Certified line—and its distinctive "fresh-brewed" flavor—is the result of continuous research into the optimum blends required for vending machine sales. Thus, the vendor can now dispense coffee with deep roast, rich aroma and flavor in each and every cup—even to the vending unit's very last drop.

All Certified concentrates are packaged in a handsome, unbreakable 1/3 gallon can for easy stacking, easy handling and easy filling.

Dr. Herb True to speak at POPAI luncheon

The Point-of-Purchase Advertising Institute will hold its Annual Symposium Luncheon at 12 Noon on Wednesday, November 8th, 1961, in the Banquet Hall at McCormick Place, Chicago.

This luncheon has always been a highlight of the Association's Annual Symposium and Exhibit and this year POPAI has been fortunate in lining-up Dr. Herb True as feature speaker.

OCTOBER, 1961

Swedish Coffee Survey Report

by our Stockholm Correspondent

In coffee-loving Sweden, it is the aroma that sells the bean. This was the principal fact unearthed by a recent market investigation made on behalf of the old Stockholm coffee firm August Cederholm AB.

While coffee may be described as Sweden's national drink, little effort has heretofore been made to discover basic consumer attitudes and motivations. Market research is still a fairly new idea in Sweden, and most firms either do not have or cannot bring themselves to spend the money which extensive market research costs.

The motivational research made for Cederholm, executed by Market Consultant Erik Dahl, was reported in the current issue of *Den Svanska Marknaden*, published by the Swedish Sales and Advertising Assn. It is based on a total of 150 interviews in Stockholm and three other representative cities. The results:

- Aroma and fragrance is the factor which influences the housewife's choice of coffee most.
- The Swedish housewife buys the coffee, and in 75% of the cases, also chooses the brand.
- Dark roasted coffee is preferred for festive occasions, and is the first choice of coffee connoisseurs.
- In lower income families, price is a more important determinant than in higher income families.
- Men and women have different emotional attitudes toward coffee consumption. Men stress such rational factors as "stimulance", whereas women think more emotionally in terms of reward, relaxation, etc.
- For women, coffee drinking is an important social rite. (The "kafferep", as women's coffee parties are called, is a Swedish institution. In the provinces especially, it is women's main social activity.)
- Where there is opposition to coffee drinking, nervousness, bad stomach, etc., are the reasons most often given.

A second consumer investigation, commissioned by Cederholm and executed by the Institut För Indexundersökningar, was based on 2100 interviews. Main findings were:

- 85% of coffee purchases are made by the housewife.
- Coffee is bought about every fifth day.
- The average family uses 380 grams of coffee per week. 40% of coffee bought is finely ground for filter drip and 60% is coarsely ground for old-fashioned boiled coffee.

"Packaging must be Improved" says Congress on Better Living delegates

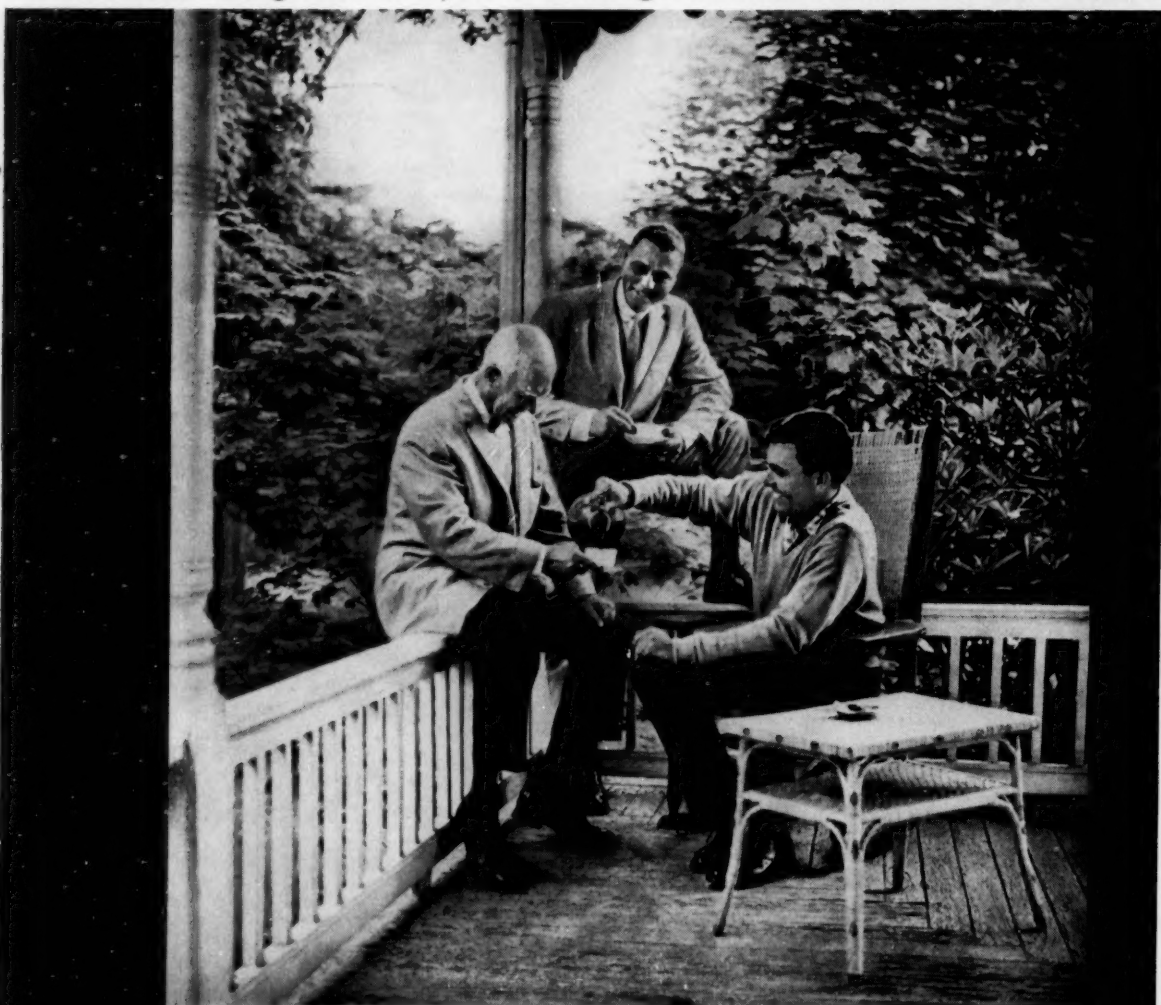
Better packaging and clearer instructions from manufacturers were strongly urged by delegates of McCall's 5th Annual Congress of Better Living.

Manufacturers don't like people with fingernails," said one woman. The delegates generally agreed packages are stronger than necessary and are very difficult to open.

The women don't like giant cereal packages because they take too much room to store, but they like the small individual cartons that give their children a choice of cereals. *Delegates also have little interest in flavor and sugar that come in canisters; they say they have their own canister sets.*

COFFEE TALK!

It's special talk. Friendly talk. And the new Pan-American Coffee Bureau advertising campaign reminds people that good coffee is like friendship: Rich and warm and strong. These full-page, full-color advertisements point out the extra pleasure that's in the cup when there's a little more coffee in the pot. They are appearing in the Saturday Evening Post, Life, Look, Reader's Digest, and leading women's service magazines. You can help (and profit) by tying in with this campaign and stressing the rewards of stronger coffee in your advertising. **PAN-AMERICAN COFFEE BUREAU**



GOOD COFFEE IS LIKE FRIENDSHIP. RICH AND WARM AND STRONG.

*Coffee talk is satisfying.
Sort of like coffee itself.
Make it this way every time: dark and rich and strapping-good.
A little more coffee in your coffee
Means a lot more pleasure in your cup.*

MAKE IT COFFEE. MAKE IT OFTEN. MAKE IT RIGHT.

Pan-American Coffee Bureau

'Scoffee — "It's Coffee"

Scoffee is the name of a sparkling carbonated coffee beverage concentrate which is suitable for either a coffee syrup or a carbonated bottled beverage. It has permanent keeping qualities. It is being manufactured by the Heyman Process Corporation of 25-40 3rd Street, Long Island City, N. Y. and is sold to the various manufacturers of syrup and bottled beverages throughout the world.

According to Dr. Heyman, Vice President of the Corporation and the discoverer and inventor of this new method of utilizing roasted coffee, this new coffee beverage will greatly increase the sale of soft drinks and also greatly increase the consumption of green coffee of which there is now a sizeable surplus in many of the Latin American countries, and especially Brazil.

In the past, many attempts have been made to utilize the delicious, rich flavor of roasted coffee for the production of carbonated soft drinks. These attempts have heretofore resulted in failure after failure. Coffee is enjoyed by millions of consumers throughout the world as a hot drink; more than two billion dollars is spent annually for this delicious flavor as a hot beverage, then why should it not also be enjoyed equally as well as a thirst quenching cold drink?

Products such as Cocoa Cola, Pepsicola and many other Colas too numerous to mention have built up sales amounting to many millions of dollars annually. Some of these contain caffeine, thus stealing the "thunder" from the original delicious stimulating drink-c o f f e e.

Dr. Heyman says that the name "SCOFFEE" is the combination of the words It's COFFEE and under that name it is being sold under exclusive franchises to Bottlers and Syrup Manufacturers as well as to Ice Cream Manufacturers in many parts of the United States and other parts of the world. An exclusive franchise has just been granted to a firm in Japan.

Dr. Heyman is a specialist in the manufacture of Instant Coffee and liquid coffee concentrates for the soft drink industries and the vending industries. He has spent more than thirty years in research trying to find the elusive flavor factor which is responsible for the sale of more than two billion dollars worth of hot coffee beverage annually. Dr. Heyman thinks that if this much money is spent annually for hot coffee that a cold coffee drink with the delicious flavor of roasted coffee should sell equally as well as both a ready to use coffee syrup and would increase the sale enormously of the soft drinks now being sold to the public.

He thinks that the sale of a sparkling soft drink produced out of roasted coffee will help to increase the consumption of roasted coffee and thereby help the friendly Latin American Countries where there is presently a large overproduction of green coffee.

Dr. Heyman is credited with being the first to supply the United States Army with a suitable Instant Coffee for Army use. He designed and built his own soluble coffee plant in New York City during World War II and supplied the Army with several million dollars worth of soluble coffee.

According to Dr. Heyman, his researches on Scoffee have enabled him to isolate both the flavor and the aroma of roasted coffee and return them to the dry soluble coffee powder so that they will produce a

delicious cup of coffee having the flavor and the aroma of roasted coffee.

Samples of Scoffee and also flavor enriched soluble coffee are available to the industry for the asking.

Coffee usage gains in U. S. households

An additional 38 million pounds of green coffee (287,000 bags) were needed to supply the rising demand for coffee in U. S. households during the first six months of 1961, an increase of 3.5 percent over the corresponding period in 1960, was reported by the Pan-American Coffee Bureau.

The Bureau's report was based on data supplied by the Market Research Corp. of America which checks actual purchases of both regular and instant coffee by a representative cross-section of families at regular intervals. Household consumption of coffee in the U. S. represents about 76 percent of the total.

"The volume of green coffee required to fulfill family purchases of both regular and instant coffee is now showing larger gains than at any time in the last five years," said J. R. S. Hafers, Coffee Bureau President, in commenting on the figures. "We are, of course, highly pleased by this since increasing consumption is the objective of the Bureau's promotional activity. It should also be noted that the U. S. population rose at the rate of only 1.7 percent in the last year, as against the 3.5 percent rise in green coffee consumption," he added.

Family purchases of regular coffee during the first half of 1961 were up 2.5 percent compared to the first half of 1960 and accounted for approximately 20 million pounds of the increase. Instant coffee sales rose more than 6 percent and accounted for the remaining 18 million pounds.

Coffee Bureau Advertisement called "Almost Perfect"

The first of the Pan-American Coffee Bureau's current series of four-color advertisements, the one showing two young housewives drinking coffee in a kitchen, is termed "an almost perfect ad" in this week's issue of Advertising Age.

"Because," writes William D. Tyler in his column, Tyler Picks Ten for August, "it combines an appeal to the emotions with one to the mind. The mood of the color photo by Fred Smith accurately mirrors the image of coffee: It is warm, friendly, intimate, *gemutlichkeit*, and appetizing. The theme is right and reasonable: 'A little more coffee in your coffee means a lot more pleasure in your cup.' Copy is a prose poem that ends: 'Give it character. Bless it with strength. Get all the goodness coffee can give.'"

Other advertisements in the Bureau's series, prepared by BBD & O, are now appearing at approximately monthly intervals in Life, Look and Saturday Evening Post. Starting in October they will also begin appearing in Reader's Digest, Better Homes & Gardens, American Home, McCall's, Ladies Home Journal, Good Housekeeping, Redbook, Family Circle and Woman's Day.

Greater Accuracy In Less Than Half The Time

When Thomas J. Lipton, Inc. (Hoboken, N. J.) used a manual weigh-and-adjust system as a check on the accuracy of its tea-bag filling machines, one full-time inspector could only service up to nine machines. Now, with new automatic weight calculators, one girl, with much greater accuracy and frequency, is able to inspect the performance of at least 20 machines.

With the development of the "Flo-Thru" tea bag, new production procedures were the order of the day at Lipton. Since the test of any tea is the taste of the consumer, it was imperative that the carefully-calculated amount of blended tea in each bag be automatically standardized within rigid tolerances. Essential to the new procedures, therefore, was the need for pin-point accuracy of check weighings and adjustments.

Weight Control Over Filling of Bags Is Crucial

Constant checks must be made to assure adherence to established standards in the filling of the individual bags. Before the new production procedures, a corps of "checkers" was employed for this purpose. Each girl, at best, could only account for nine machines.

Recognizing the need for improving the operation, the Lipton Production Department requested Scale Specialties, Inc. (Denville, N. J.), to work with them on a means of weight checking and automatic adjusting from a central point to increase the frequency of checks and the accuracy of weighing.

Working closely with the engineering staff of Scale Specialties, Lipton personnel decided to try a "Datamatic" weight calculator, designed for automatic statistical weight control. This unique device is, in essence, a weight control monitor which dismisses human error.

Plugged electrically to a standard checkweigh-type scale (Lipton uses a "Shadowgraph"), the Datamatic

accurately graphs, averages, and totalizes weight variations automatically. It displays, visually, fluctuations and weight drifts in material being measured, thus indicating the need for immediate adjustments or repair attention to package filler machines. This is the equivalent of a laboratory analysis in helping production people in keeping filler units within tolerance.

It works this way: As the scale tips, a linear differential transformer electrically senses the scale position and sends this message through an amplifier to a receiving differential transformer. Here a servo-mechanism activates a graph pen which registers a mark equal to the same impulse that appears on the scale above or below zero, or exactly true.

How Lipton Uses the Datamatic

At the Lipton plant, there is a Datamatic station for each line of filling machines. Two inspectors handle as many as 40 machines as follows: starting at the end of a line, the inspector takes 32 sample bags from the output of Machine No. 1. She then presses a button marked "1" on the panel (to actuate the adjusting mechanism on Machine No. 1) which is visually registered by a light marked "1" to avoid error or repeats.

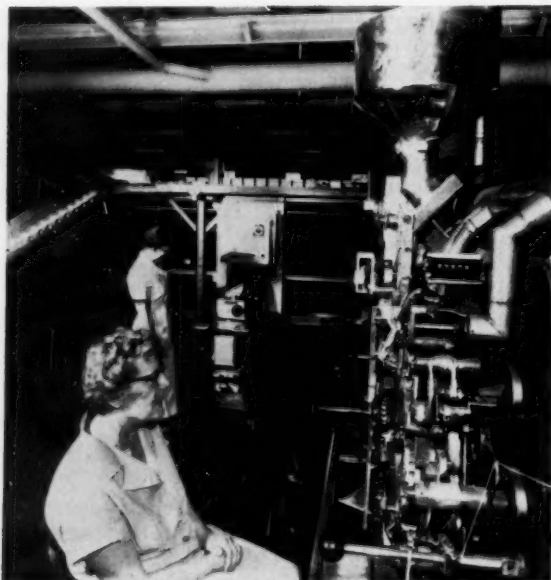
Next, eight bags are placed in a holder on the pedestal of the scale and weighed. Four weighings are made for each filling machine, each of which is automatically recorded on the Datamatic strip chart below the scale. In addition, a red "averaging dot" records every fourth weighing, appearing on the chart in the average position of these weights. Thus, the average weight of each 32 bags is automatically part of the permanent record.

Simultaneously three Veeder-Root AC six-digit counters (manufactured by Veeder-Root, Inc., Hartford, Conn.) activated by a 52-tooth cam, record the total number of eight-bag units tested, the total number of "Underweights" (in terms of graduations on the chart—five graduations equivalent to five counts) and "Overweights." At the end of each day these figures are noted and also become part of Lipton's permanent record.

The counters are standard Veeder-Root units (Series 1205), actuated through electromagnets, and capable of registering up to 1,000 counts per minute. Watt consumption is rated at 8, and operating voltage is 115,



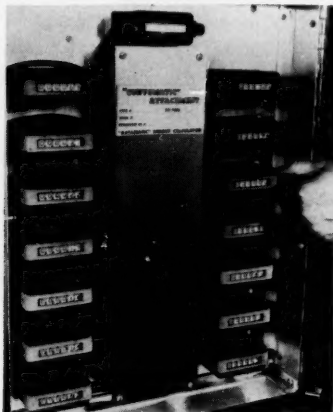
INSPECTOR IN PROCESS OF CHECKING WEIGHTS of sample tea bags. Strip chart can be seen below scale, as well as counters, for indicating total units tested/ number of "Underweights," and number of "Overweights."



CLOSE-UP OF FILLING MACHINE SHOWS mechanical Veeder-Root counter (upper right foreground) used to record machine's output of filled "Flo-Thru" tea bags. "Datamatic" weight calculator station is in background.

60 cycle. AC coils are rated for continuous duty.

A further refinement to the test-weigh procedure is the "Curvomatic Attachment" which is part of the Datamatic. Here, two banks of seven AC counters each are pre-set to record the frequency of degrees of under-and-over weighings. One bank is the "minus side" and the other the "plus side."



'CLOSE-UP OF CURVOMATIC ATTACHMENT TO DATA-MATIC WEIGHT CALCULATOR, showing banks of Veeder-Root counters registering the data used for plotting a parabolic frequency curve of all checkweigh samplings. One bank of counters is "minus side," other is "plus side."

Each counter, reading down, represents a greater variation from perfect. The top four on each side are set within tolerance; the remaining three either above or below tolerance. A counter at the top indicates the number of perfect counts. Thus, a parabolic frequency curve of all checkweigh samplings can be plotted to show a condensed analysis of weight distribution.

How Filling Machines Are Adjusted

The core of the operation described above is the application of the data to the adjustment of the filling machines themselves. The amount of the tea dropping from the hopper into the bag is determined by the size of a cavity which picks up the tea and delivers it. The size of this cavity, in turn, is governed by the length of time a small motor takes to create it.

This is, therefore, a "weight-to-time" adjustment. On four of Lipton's Datamatics, a Minor Adjustment Timer (0 to 30 seconds) and a Major Adjustment Timer (0 to 120 seconds) are part of the unit. The weight inspectors make adjustments, according to a carefully-developed time-to-weight ratio, simply by setting the timer dial. A signal is transmitted to the motor mechanism which controls the degree of rotation of the motor, thus enlarging or diminishing cavity sizes. There is no need for time-consuming work at the machine itself.

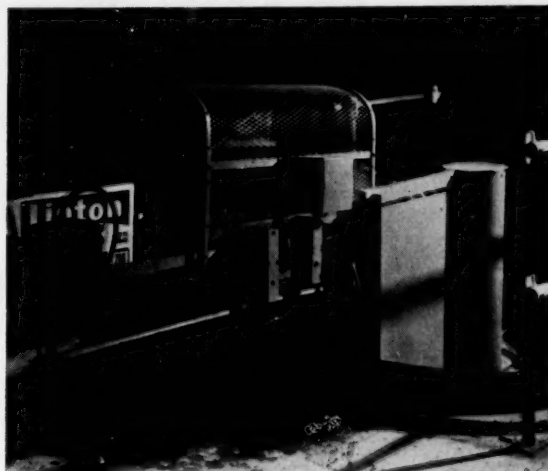
On the fifth, and latest, Datamatic, the range of possible adjustments has been engineered into the unit on a capacitant basis so that a signal proportionate to the error is automatically sent back to the motor, thus eliminating even the need for manual dial adjustments. And the range of adjustments on this unit can go from zero practically to infinity.

All five Datamatics were installed with no loss in production time whatsoever. They were "self-installed," with original cost covering all gears, motors, and filler-heads. Approximate price for each unit was \$3,000, more than compensated for in terms of fool-proof accuracy as well as time and labor savings. Only minutes were required to train the inspectors in their use.

Mr. John Black, President of Scale Specialties, points out that other Datamatics are in use weighing and re-

cording weights of chocolate, aerosol cans, oils, toiletries, soaps, tobacco, and pills, capsules, and tablets.

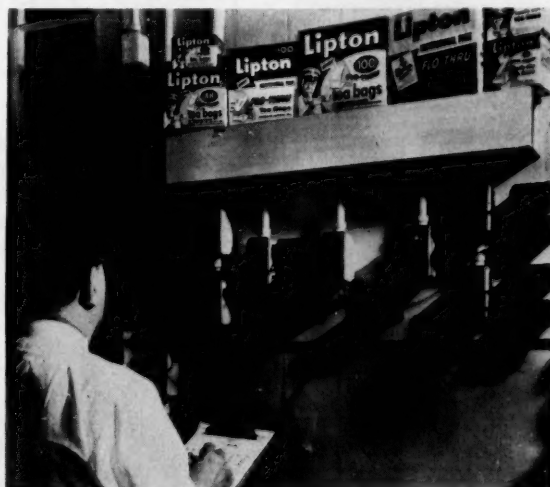
The automation story at Lipton carries through to final packaging, inventory, and production recording. In the centrally-located foreman's office, a series of Veeder-Root electrical counters register, according to size, the number of cases which are sealed and about to be delivered either to storage or loading-dock. In one case, the actual units being counted are two floors and more than 500 ft. away.



FILLED CASES OF TEA PASS BEFORE PHOTO-ELECTRIC CELL for remote registering of production. Cases have just come through case-sealer, and are about to pass down chute (right) to loading-dock.

Lipton Production personnel have designed several other ingenious applications of photo-electric counters. In various parts of the plant, photo-electric eye beams are positioned which are broken by the various-sized cases. Limit switches located in conjunction with case-sealers on packing lines actuate specific counters according to the size of the cases. All counts are registered both on counters at the station itself and in the foreman's office. In other words, all counting is double and even triple-checked.

(Continued on page 18)



IN FOREMAN'S OFFICE, electrical Veeder-Root counters indicate totals of various-sized cases as they move in remote areas of the plant to storage and loading.

Greater Accuracy—Cont. from page 17

For instance, two sets of counters in the office check each other on each case size, and there are also two totalizers. A separate counter, activated by a photo cell at the final plant station, gives an aggregate total. The switch was made to Veeder's-Root's electrical counters when it was discovered that the former counters skipped and were prone to internal jamming.

Japan has gone Ice 'Scoffee

A 'Scoffee Franchise has been granted to the Nippon Kako Kabushiki Kaisha Company of Tokyo, Japan by the Heyman Process Corporation of 25-40 3rd Street, Long Island City, New York according to Dr. Wilbert A. Heyman, Vice President.

This Japanese firm, operating under the name of THE JAPAN FRUIT PRODUCTS COMPANY, is one of the largest bottlers in Japan. They will not only bottle 'Scoffee at their own plant, but will also sub-franchise 'Scoffee in all other parts of Japan including the Kurile Islands.

This is the first Asiatic country opened up to carbonated coffee by the Heyman Process Corporation, the discoverers of carbonated coffee. The advertising is of course being done in Japanese, but shows the 'Scoffee bottle and the 'Scoffee label.

Mr. Yamasaki, President of the Japanese firm, recently distributed 'Scoffee at the luncheons and banquets given for the visiting International Rotarians in Tokyo. He said that 'Scoffee was most enthusiastically received.

Dr. Heyman visited Japan several years ago and expects to return sometime in the near future.

Big Packaging Machinery Show Nov. 7-10

In just a few short weeks the doors of Detroit's ultra-modern Cobo Hall will open on the largest, most comprehensive packaging machinery show in two years . . . the Packaging Machinery Manufacturers Institute Show of 1961.

November 7 through 10 are the dates for this huge event. Over 220 nationally known manufacturers of packaging machinery and closely related material will display everything that is new in this industry. About 100,000 square feet of display space will be used for these equipment demonstrations. The last PMMI Show was staged two years ago in New York City. The next will be in the Fall of 1963 in Atlantic City.

If you are concerned with packaging, in any related way, you owe it to yourself and your company to attend this PMMI Show of 1961. It is truly the "Showcase of the Packaging Machinery Industry." Augmenting the Show will be an educational Conference-Workshop entitled "Planned Maintenance—the Profit Tool of Modern Management."

This Show is sponsored and produced by the Packaging Machinery Manufacturers Institute, Inc., a national trade association of 80 member-companies. All these members are engaged in design, engineering development, manufacture and marketing of packaging machinery. Thus it is "The Industry's Show." It is the only packaging machinery show sponsored by the industry exclusively for you—industry men who are concerned with packaging.

NESTLÉ'S

1ST AND BEST WITH INSTANTS

all over the world!

**NESCAFÉ**
43 choice beans in every cup

**DECAF**
Wake-up flavor but no caffeine

**NESTEA**
The Ceylon Crystal Tea

THE NESTLÉ COMPANY

White Plains, New York
Nescafé, Nestea and Decaf are registered trademarks of The Nestlé Company, Inc.

Hot Drink Plastic Lid

A new plastic lid for hot drinks, engineered for positive lid retention and thus eliminating spillage in take-out operations, has been introduced by the Dixie Cup Division of American Can Company.

The new closures are in a translucent plastic. They are available in sizes to fit 6, 8, 10 and 12-ounce Dixie Mira-Glaze hot cups.

These have a flaring edge that snaps over the cup brim and grips it tightly. At the same time, the inside section of the lid is wedged tightly inside the cup, below the brim. Thus, there is a double gripping action that Dixie Cup claims will provide a maximum degree of tightness.

The closures have a star-wheel design—eight spokes meeting in a raised center hub. The raised hub has a small air vent. They also tend to break up the sloshing action of the hot beverage in the cup.

Dixie Cup has test sold the new closures in the New York City market with excellent results and customer reactions.

The closures are marked with the letters B, SC, S and C. Food operators circle one to indicate whether the coffee or hot drink is black, with sugar and cream, or with sugar only or with cream only.

Vending Firm goes the "Stomach Route" To promote healthy stockholder interest

Automatic Cafeterias for Industry goes along with the idea that "the way to a man's heart is through his stomach."

Through a practical application of the familiar adage, the vending machine specialist firm hopes to build a close company/stockholder relationship. The stockholders of the Westbury, Long Island, firm received formal invitations to breakfast, luncheon or dinner at either of the company's two restaurant outlets in Manhattan.

The restaurants—The Madison, 1365 Broadway, and The Chit Chat, 291 Madison Avenue—serve a double function, according to Morris Blinder, secretary of the concern. They are also used as commissaries where sandwiches, desserts, and other food items are prepared and packaged for distribution to the company's vending machine installations throughout the metropolitan area.

Mr. Blinder explained that the stockholders were invited to visit the restaurants and sample the company's "cooking" to build a healthy stockholder interest in Automatic Cafeterias.

"We hope advantage will be taken of the invitation," he said. "It is our intention to familiarize the stockholders with the company's diversified operation and its facilities, and what better way is there than through a man's stomach."

Mr. Blinder said that management strongly believed that stockholder interest should go beyond holding certificates and checking market prices.

NEXT MONTH — Your Editor Visits Broadway

OCTOBER, 1961

WHY DOES JACK BENNY LIKE "BRISK" LIPTON TEA?

Here's his answer: "Brisk Lipton Tea is my sponsor Sunday nights on 'The Jack Benny Program.' Need I say more? Seriously, though, it gives me a chance to tell millions that Brisk Lipton Tea is the 'Change-of-Pace Drink' —completely satisfying, and *more* refreshing. I like the whole idea!"

Jack Benny

Lipton NEW TASTE-TESTED tea bags
BRISK

Lipton TEA
BRISK

Tune in "The Jack Benny Program," Sunday nights on CBS Television, brought to you by "Brisk" Lipton Tea—the "Change-of-Pace Drink!"



ERIC EBEN

"TEA TASTER TELLS SUCCESS SECRETS"

by DORIS F. TAYLOR
Feature Writer

Thank God for tea! What would the world do without tea? How did it exist? I am glad I was not born before tea. SIDNEY SMITH . . . Lady Holland's Memoirs

Since the year 2727 B.C. tea has been mentioned in legend. In 350 A.D., it was described in the Erh Ya Chinese dictionary. It was taxed under the T'ang dynasty in China as early as 780 A.D. and in 1200 A.D., a book on tea was written in Japan,—no doubt an early trade journal.

Tea has been eulogized in poetry, written of in songs, the Great Tea Race of 1866 was held because of it, the American Revolution was precipitated by a tax on it and families for generations have dedicated their lives to bringing the finest tea available to the peoples of the world.

Eric Eben, President of the Eastern Tea Corporation comes from such a family. Eric, son of an Austrian tea importer, knew from childhood he would follow his father into the tea business. With this in mind he acquired two degrees in Business Administration before joining his father's firm in 1929.

From his entry into the tea industry he travelled extensively for the firm throughout Europe and Latin America. In the early 1930's he went to South America where he resided for five years. Just before World War II Mr. Eben came to the United States and started a business, importing and packaging tea and coffee.

In 1950, The Eastern Tea Corporation was incorporated to handle only tea. From that point on, Eastern Tea Corporation, under the sole leadership of Eric Eben, has expanded enormously and sales have increased approximately ten times in volume.

When asked to tell the secret for this success, Mr. Eben said, "The real success can be attributed to the excellent relationship between the customers and the sales personnel that Eastern has selected to give the best service possible to the trade. It is our policy that every customer must be a friend, not just an account number."

To insure the continuity of these friendships, Mr. Eben is travelling constantly to visit out-of-town brokers and salesmen's offices. He tries to see every customer at least once a year and makes frequent trips to Europe to meet purchasing agents and exporters from countries of origin.

Evidently this personal contact keeps customers happy, for Eastern still has on its books of active buyers, customers which were acquired at the outset of Mr. Eben's

career in the early 40's. The first customer ever to give an order to Eastern is still on the books as an active account.

Cup Testing Important

Nothing is too much trouble to insure a perfect cup of tea, every time. From the moment, the original chest of tea is broken, to the moment that the tea is shipped to a customer, Eric Eben cup-tests every step of the way. Before blending, the various teas are cup-tested for body, flavor and aroma. It is tasted after blending and again after the tea is packed into bags. It is only when Mr. Eben is satisfied that the specified blend is successfully matched that he allows it to be packed in boxes and sealed. Mr. Eben feels that only tea worthy of Eastern's reputation is worthy of a customer's brand name.

A majority of tea packers package tea supplied by the customer but this is not the case with Eastern Tea Corporation. They want to be fully responsible for the quality of every tea bag, therefore Eastern chooses to import tea to meet customer specifications. This way they control the blending and packaging thus guaranteeing satisfied results.

This almost individual attention makes for perfection and satisfaction because Eric Eben is an authoritative tea taster, with 32 years experience in grading and blending tea behind him. He can, by studying the appearance of the leaves, tell where the tea was grown. He can predict with foolproof accuracy how the tea will act when brewed. He benefits directly from his ability to know a good tea when he tastes one.

The unique idea of private label cartons for each customer has contributed tremendously to Eastern's fantastic growth. Emphasis has been put on packaging at Eastern, while many other firms neglected this angle. Furthermore, quality has been stressed and maintained constantly. This proved valuable in gaining new customers while none of the old ones have been lost.

Eastern maintains its own importing facilities abroad and employs their own artist to design cartons and tea tags. Eastern also employs the latest methods of packaging as well as the latest types of tea bags.

Only recently Eastern started to market a new type of tea bag called "Swirl Brew®" which will again, it is hoped, increase the volume of sales tremendously.

Eastern has a nationwide network of salesmen and brokers to service the private label trade. Eastern tea bags under various trade names are sold from Maine to California and from North Dakota to Texas.

Mr. Eben has resided on Staten Island with his wife, Wanda, for over twenty years. In the early days Wanda worked side by side with her husband to help build up the business. She still is active in the firm and Mr. Eben suggests that a large number of sales can be traced to Wanda's friendship with many of the customers' wives. The Eben's have a daughter Gertrude who resides in Washington, D.C.

The sales office of Eastern Tea Corporation is at 633 Forest Avenue, Staten Island. It has been expanded and modernized recently. The packaging facilities, however, are out of town. The office is equipped with a tea lab and even electronic machines to maintain uniform quality at all times.

Mr. Eben believes in advertising and keeps constant full page ads in the trade journals and other magazines.

Eastern does not close down during the summer. Rather than inconvenience customers, vacations are staggered.

America was originally a tea drinking nation until the Boston Tea Party turned the people to coffee, and then history reversed itself a few years ago when coffee reached the dollar a pound stage. At that time, many Americans discovered tea again and Mr. Eben believes that a majority of them will stay with it. He believes further that in this country of hasty tea times, the bulk of the trade will go to the dealer who markets a tea bag that not only tastes good but is priced economically.

Mr. Eben speaks three languages besides English. He considers himself an outdoor man, enjoying boating and water skiing. He also likes music and plays the accordion. He likes to dabble in photography. When he wants to relax there's nothing he likes better than a good cup of tea. He prefers Ceylons and Darjeeling served plain without any adulteration. As a friendly gesture, tea is served in the office throughout the day.

In summing up Eastern's secret of success, Eric Eben explains, "It really isn't a secret, it is just the happy combination of quality plus service that makes Eastern tick."

Oxford scientist receives 1962 Fritzsche award

The selection of Prof. E. R. H. Jones, of Oxford, England, by the American Chemical Society's current 140th Meeting here as the recipient of the 1962 Fritzsche Award was announced today by John L. Cassullo, president of Fritzsche Brothers, Inc.

Prof. Jones, who has held the chemistry chair at Oxford University since 1955, is one of the world's foremost organic chemists whose record includes such distinguished assignments as: Lecturer at the Imperial College of Science and Technology; Professor of Chemistry of the University of Manchester; Arthur D. Little Visiting Professor of Chemistry at M.I.T.; Karl Folkers Lecturer at Universities of Illinois and Wisconsin, and others. He is also a recipient of the Meldola Medal, Royal Institute of Chemistry, and a fellow of the Royal Society.

The Fritzsche Award was granted to Prof. Jones for his outstanding contributions in the field of terpenoid chemistry—notably the chemistry of the higher terpenes and the synthesis of terpenoids related to Vitamin A. His work has been authoritatively termed as "a classical break-through in terpene chemistry, which has proved to be of enormous structural as well as biogenetic significance."

The Fritzsche Award was established by Fritzsche Brothers, Inc., in 1946, in commemoration of the 75th anniversary of the founding of the company, which has been through the years one of the world's largest buyers of essential oils, and a leading manufacturer of synthetic aromatic chemicals, and flavor and fragrance compositions.

The purpose of the Award, given annually without regard to age, nationality or sex, is to recognize and encourage outstanding achievement in analysis, structure elucidation, and chemical synthesis of essential oils, isolates, flavors and related substances. A number of illustrious scientists throughout the world have been recipients of the Award since its inauguration.

Shed operation problems to become Chief Marketing Executive

Top management should disentangle itself from operating problems and take a more active role in marketing, the head of a large department store association advises business leaders and marketing executives.

Speaking recently at a marketing seminar for top management sponsored at New York's Hotel Plaza by Container Corporation of America, **William T. French**, president of Associated Merchandising Corporation, urged his listeners to turn their operating problems over to competent company executives so that they themselves could become chief marketing executives.

In discussing national brands, French warned that there is no such thing as true brand loyalty.

"At best, there is brand acceptance," he said. "In this day of giant retailers, it is the retailer and not the brand who owns what customer loyalty exists."

French and five other government experts on advertising, sales promotion and other phases of marketing led panel discussions during the day-long seminar attended by some 350 top business leaders. **Edward C. Bursk**, editor and publishing director of *The Harvard Business Review* and professor of marketing at the Harvard Business School, was moderator.

Panelist **H. V. McNamara**, chairman of the executive committee of The National Tea Company, emphasized that all marketing must ultimately be considered local. He said even products sold on a nationwide basis should be merchandised in individual stores in accordance with customer demands and needs in the areas where those stores are located.

Other executives invited by Container Corporation to serve as panel members at the seminar were: **H. M. Cleaves**, executive vice president, General Foods Corporation, White Plains, N. Y.; **Marvin Bower**, managing director, McKinsey & Company, New York; **Thomas Adams**, president, Campbell-Ewald, Detroit; and **R. Lee Waterman**, vice president and general manager, consumer products division, Corning Glass Works, Corning, N. Y.

Fast Counter Punch Needed

Guest luncheon speaker, **Martin Mayer**, author of *Madison Avenue, U.S.A.* and the recent best-seller, *The Schools*, advised marketers to be faster on their feet and learn to counter-react in today's fast-changing competitive reactions, he pointed out, which must be met rapidly in turn by new counter-reactions.

"The marketing situation is the central aspect of what mathematical economics has developed as the games theory of competition," said Mayer.

"Marketers must realize that they are dealing with shifting tactics of an athletic nature. Their offensive line-up produces both offensive and defensive changes by the opposition. Neither markets nor peoples' basic motivation remain constant."

The seminar is the third in a series of marketing meetings to be sponsored by Container Corporation. Similar discussions have been held in Dallas and San Francisco.

Leo H. Schoenhofen, Container Corporation president and host at the seminar, said the series reflects his company's long-held conviction that marketing is an essential phase of the packaging function. He noted

(Continued on page 30)

THERMALō is more than a

As the result of extensive and prolonged research and development work, **JABEZ BURNS & SONS** some years ago introduced coffee roasting equipment which operated on an entirely new and different principle. Given the name **THERMALō**, these machines operated on the principle of high velocity circulation of inert gases at controlled low temperatures to make possible a rapid, low-temperature method of roasting. Actual flame does not enter or contact the Thermalō roasting cylinder.

Later, the *fully automatic* Continuous **THERMALō** was developed. More recently **BURNS** has perfected fully automatic controls for the batch machines—and incorporated the smoke eliminating principle in both types to produce **SMOKELESS THERMALō** roasters that are remarkably economical with fuel. Such machinery is now in use *all over the world*.

This complete, world-wide acceptance of **THERMALō** roasters has made it abundantly clear that the introduction of **BURNS THERMALō ROASTERS** was much more than the introduction of a new roaster or a new trade name to the coffee industry. It was, as a matter of absolute fact, the introduction of a completely new and highly superior scientific principle in the field of coffee roasting!

This new concept of coffee roasting *remains unchallenged—because all the older roasting methods still used* in equipment currently being offered by other manufacturers were *tried, found wanting and discarded*.

In the unretouched color photos on the opposite page can be seen the superiority of the Thermalō principle—dramatically, graphically, and indisputably pictured!

It can be stated without danger of refutation that roasters using the Thermalō principle are the only roasters which assure—**ABSOLUTE UNIFORMITY OF ROAST IN FLAVOR DEVELOPMENT, COLOR, AND FREEDOM FROM SCORCHING OR SOOTINESS**. In short, **THERMALō ROASTERS** are the only roasters which cannot be matched in the superiority and perfection of the roast and in their economy and efficiency of operation.

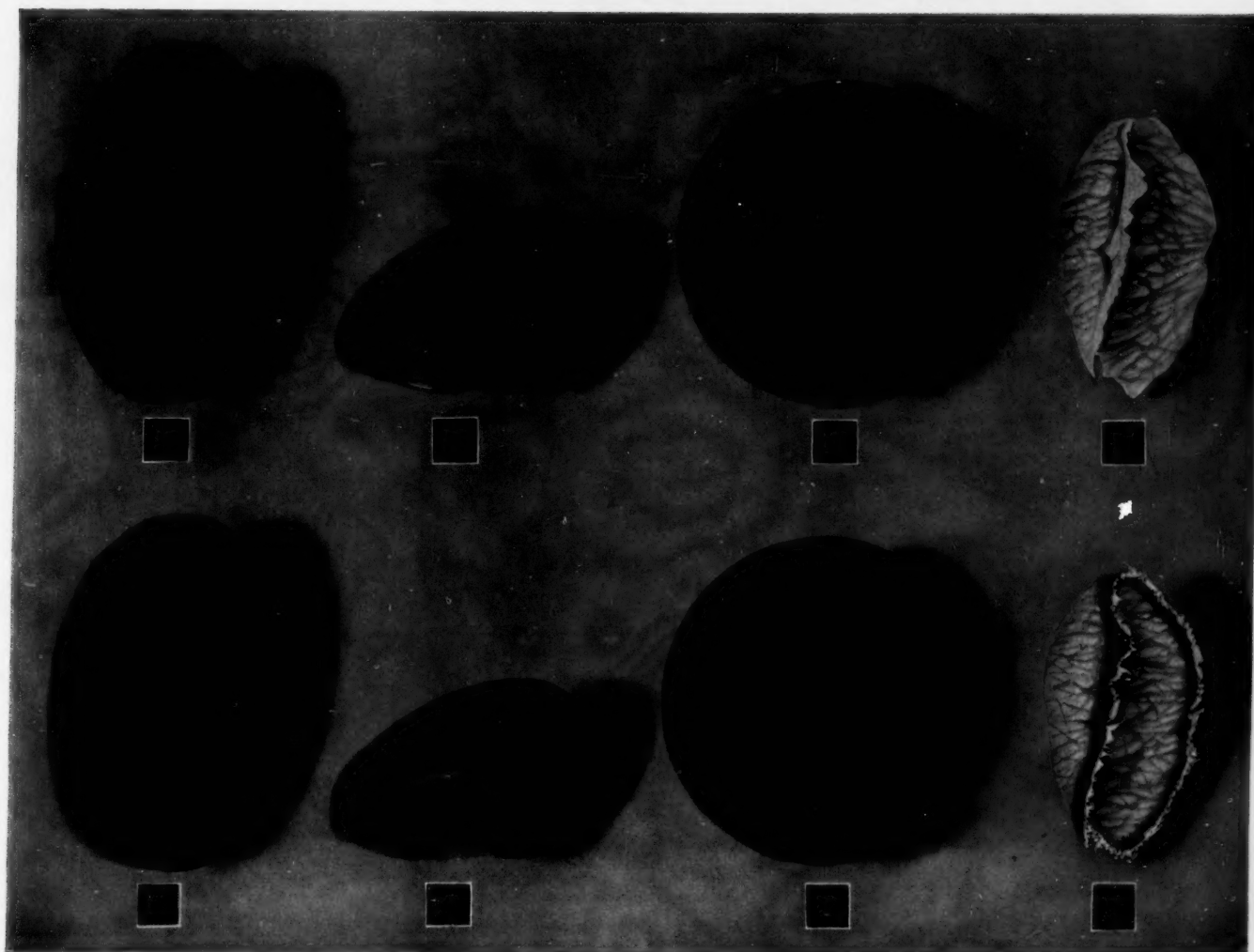
IN CHICAGO
B. F. Gump Co.
1325 S. Cicero Avenue
Chicago 50, Illinois

JABEZ  **AND SONS, INC.**
ENGINEERS
600 WEST 43rd STREET • NEW YORK 36, N. Y.

NEW YORK CHICAGO
DALLAS SAN FRANCISCO
AND TILBURG, HOLLAND

IN SAN FRANCISCO
Tempo-Vane Mfg. Co.
330 First Street
San Francisco 5, Cal.

name— IT'S A PRINCIPLE!



■ **THERMALO.** The surface of every bean is clean, uniform in color, free from scorched spots and highly polished. There are no "dull roasting" coffees where Thermalo roasters are used.

There is no decomposition (oxidation) of the waxy surface fats; no sooty film over the surface of the bean. Every bean has the same even color, the same fine development as every other. It is crisply tender and drops upon its fellows with a pleasant "crackle."

■ **ORDINARY ROAST.** The surface is dull and its color uneven, as compared with a Thermalo roast. The crevices are sooty. The bean shows the effect of scorching temperatures.

■ **THERMALO.** The outside color of the bean is the color of the whole bean—from the center to the surface.

Full development of every flavor cell is proved by this uniform color; and it is confirmed by the fine "style" (even, generous swelling) of every bean.

■ **ORDINARY ROAST.** The inside of the bean is lighter than the surface—underdeveloped.

■ **THERMALO.** The ground coffee is the same color as the inside and the outside of the whole bean—showing complete and perfectly uniform development of every flavor cell.

■ **ORDINARY ROAST.** An ordinary roast grinds to a lighter color than the outside of the whole bean.

■ **THERMALO.** The temperature within a Thermalo roaster is never sufficient to char the chaff, to scorch the fiber of the bean or to damage the precious oils.

There is no black deposit on the surface of the coffee, no burnt tips and never a hint of smoky flavor.

■ **ORDINARY ROAST.** The temperature is so high that chaff is burned in the roasting cylinder.

YOURS ... for the asking!

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—CBI EQUIPMENT EVALUATION PROGRAM SUMMARIZED IN BROCHURE

A brochure explaining the objectives, requirements and methods to be used in the new Coffee Brewing Institute equipment evaluation program, is being distributed to manufacturers of brewing devices throughout the country, according to E. G. Laughery, CBI president.

Reaction to the new service, which leads to a seal of approval for devices meeting CBI standards, was enthusiastic, according to Dr. Lockhart. "Everyone I spoke with agreed that a great step forward was being made, and that improvement in beverage for the consumer would be an important result," he said.

All coffee-making equipment manufacturers will soon receive further instructions regarding submission of equipment, as well as requirements for printed directions which will accompany devices to be tested.

Further information or copies of the brochure can be obtained about the CBI equipment evaluation program by writing to the Coffee Brewing Institute.

2—ELECTROSTATIC GENERATORS

New 8-page brochure available from SAMES describes the company's line of electrostatic generators used in nuclear physics, insulation testing, electron microscopy and optics, X-ray generation, electrostatic precipitation, etc.

Complete specifications for these high voltage DC power supplies are included, covering models ranging from 50 KV to 600 KV output. Features, applications, and principles of operation are included. A series of schematics illustrate the text.

Copies can be obtained by writing SAMES-USA, 30 Broad Street, New York 4, New York.

3—GLUE SPRAY KIT

Glue Spray Kit for corrugated case sealing machines of any make. Two-page illustrated booklet describes cost and maintenance saving kit to replace roll-type adhesive applicators. Removal of rollers not necessary. Huntingdon Industries, Inc., 860 Welsh Road, Bethayres, Pa.

4—BOXMAKER

Boxmaker for bottom-sealing of corrugated containers prior to filling. Four-page illustrated bulletin describes capacity, opening, bottom closing, squaring, sealing and delivery to packer. Adaptable to packing of nails, bottles, loose materials, and bulk and flowable solids. Huntingdon Industries, Inc., 860 Welsh Road, Bethayres, Pa.

5—SOLUTION METERING PUMP

The illustrated, 2-page bulletin describes the features, specifications, and operating principles of the pump, which is designed for any application where small quantities of fluid must be precisely delivered. Brochure, Bulletin 794, may be obtained from the Technical Information Department, Beckman Scientific and Process Instruments Division Fullerton, California.

6—SUCCINIC ACIDS

New revised four-page booklet gives physical properties, suggested uses and physiological properties of succinic acid. A bibliography is also included. To obtain copies of bulletin I-11AR, write Dept. NA 119, National Aniline Division, 40 Rector Street, New York 6, N. Y.

7—MANUFACTURING RESEARCH & ENGINEERING

New 14-page Manufacturing Engineering Brochure explains how to Analyze Machinery Investment, How to Decide when and what to Automate. Copies of the brochure may be obtained by writing the Manufacturing Systems Div., Designers for Industry, Inc., 4241 Fulton Parkway, Cleveland 9, Ohio.

8—NEW D-O COMPACT SEWAGE TREATMENT PLANT BULLETIN

A new 12-page brochure, Bulletin No. 7330, describing their recently introduced series of compact sewage treatment plants for housing developments, industrial plants and the light construction market in general, has been issued by Dorr-Oliver Incorporated, Stamford, Connecticut.

9—INDUSTRIAL SKIN PACKAGING

Skin packaging for industrial and consumer items is the subject of this booklet, which gives a clear explanation of the skin packaging operation. Brief case histories show the economy, adaptability, and protection afforded. Low-cost packaging, inventory control, product identification and other advantages are detailed. Industrial Skin Packaging from Union Carbide Development Company, 270 Park Avenue, New York 17, New York.

REMINDING YOU THAT
GOOD BLENDS ARE MADE PERFECT
WITH

SALVADOR
COFFEES

COMPAÑIA SALVADOREÑA DE CAFÉ, S. A.
San Salvador • El Salvador

Cables: Coscafe

Acme Code

10—INDUSTRIAL METERS

Rockwell Manufacturing Company has issued a new 28-page catalog on its complete line of industrial meters and accessories. The catalog includes descriptions, illustrations, specifications and dimensions of industrial meters, rotocycle meters, pipeline meters, packaged units for volatile liquids and the Rockwell Turbo-Meter. Accessories described include electrical impulse contactors, a key control panel, air eliminators, line strainers, registers and temperature compensators. For a copy of Catalog P&I-2000, write Rockwell Manufacturing Company, Petroleum & Industrial Division, 400 North Lexington Ave., Pittsburgh 8, Pa.

11—VIBRATING CONVEYORS

A brochure describes the new natural frequency vibrating conveyors with exclusive variable stroke positive drive, developed by Stephens-Adamson Mfg. Co., are the first of their type with a variable stroke positive drive that provides infinitely variable conveying speeds from zero to maximum. Conveying speeds are controlled accurately regardless of conveyor length or capacity handled, and can be changed even while the conveyor is in operation. Copies of the brochure can be obtained by writing to the Stephens-Adamson Mfg. Co., Aurora, Ill. Request bulletin 361.

12—SELF-CLEANING CENTRIFUGES

The "PX" series of self-cleaning centrifuges is described and illustrated in a new eight-page, four-color catalog available from The De Laval Separator Company. The catalog includes illustrations and specifications on all available models and cutaway drawings that detail the operation of the self-opening bowl. Copies of the catalog are Company, Poughkeepsie, N. Y.

13—SYNTRON ELECTRIC VIBRATORS

Syntron Company announces the recent publication of a new 12-page bulletin on electric Vibrators. Complete data and specifications of the company's 14 standard "pulsating-magnet" models, as well as three pneumatic and hydraulic units are presented. The Vibrators, designed to promote the free flow of bulk materials through bins, hoppers and chutes, are shown with the aid of 50 illustrations. Free copy of Bulletin No. 81461 immediately available from Syntron Company, 1234 Lexington Ave., Homer City, Pa.

14—IME SOLVES MARKING, DATING AND CODING PROBLEMS

A new 4-page brochure which shows a variety of equipment for solving marking, dating and coding problems has been issued by Industrial Marking Equipment Company, Inc. The brochure is available from Industrial Marking Equipment Co., Inc., 655 Berriman Street, Brooklyn 8, N. Y.

15—BOOKLET SOLVES SHIPPERS' PROBLEMS

"20 Tested Methods to Improve Packing and Shipping Operations" is a 16-page illustrated booklet containing tips, ideas and suggestions for shippers. The publication includes chapters on safety, savings, product protection, proper maintenance of equipment and lists, as well, several new techniques in packing and shipping developed by Better Packages, Inc. It may be obtained on written request to Better Packages, Inc., Shelton, Conn. or obtained through the company's Regional Distributors.

16—TWO-WAY RADIO

Tubed and transistorized VHF two-way radios in powers of 100 watts and less are featured in a new publication, ECR-904, available from, Section P, General Electric Communication Products Department, P.O. Box 4197, Lynchburg, Va. Single copies available without charge.

17—PROFITABLE COFFEE BREWING

"Recipe for a Profitable Cup of Coffee" is the title of a new 4 page brochure issued by the Coffee Research Dept. of Western Urn Manufacturing Co., veteran manufacturer of commercial coffee brewing equipment. For free copy of brochure, or for an answer to any coffee brewing or equipment question, write Coffee Research Department, Western Urn Manufacturing Co., 3815 S. Main Street, Los Angeles 37, California.

18—STEEL EQUIPMENT

The new free 1961-62 Reference Manual for Steel Equipment #488 is now available from EQUIPTO, Aurora, Illinois. This 64 page guide is available at no charge, upon request, from EQUIPTO, Aurora, Illinois.

SPICE MILL PUBLISHING CO.
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have circled:

1	2	3	4	5	6	7	8	9
10	11	12	13	14	15	16	17	18

Firm Name

Street Address

City and State

Signature Title

THE GREAT ATLANTIC & PACIFIC TEA CO., INC.

AMERICA'S DEPENDABLE

FOOD MERCHANT SINCE 1859



IMPORTERS, ROASTERS, RETAILERS OF FINE COFFEE

REPRESENTED IN

BRAZIL AND COLOMBIA

BY THE

AMERICAN COFFEE CORPORATION

People . . .

F. W. HOOVER NAMED ASSISTANT TO PRESIDENT OF CONTINENTAL CAN COMPANY



Fred W. Hoover, Jr. has joined Continental Can Company in the capacity of assistant to the president, Thomas C. Fogarty.

DE LAVAL'S DIVISION NAMES FIELD SERVICE REPRESENTATIVE

P. N. Paulsen has been appointed field service representative by The De Laval Separator Company's Pacific Division, Millbrae, Calif.

CANCO PROMOTES WIESLEY & MOHR

Vere Wiesley has been appointed Assistant Manager of Manufacture, Eastern Area for the Canco Division of American Can Company.

William H. Mohr has been appointed Plant Manager of the American Can Company's Canco Division plant in Kansas City.

McCORMICK & COMPANY EXPANDS PROCUREMENT OPERATIONS

A reorganization of procurement operations within McCormick & Company, Inc., was announced today in Baltimore by John N. Curlett, President of the international spice, extract and food products firm.

Effective October 1, the reorganization is designed to facilitate coordination of the expanding purchasing functions of the company's divisions and subsidiaries, Mr. Curlett said.

Lester W. Jones, who has served as corporate Director of Procurement since 1939, has been named to the newly created position of Director—Procurement Advisor.

Howard C. Wolf, now Director of Procurement for the McCormick Division, has been appointed Director of Corporate Procurement.

Mr. Curlett also announced that **John C. Doub**, now Assistant to the Vice-President-Human Relations, becomes Director of Procurement for the Company's McCormick Division.

Robert B. Hassel, now Employment Manager at the firm's Baltimore Plant and headquarters, has been named Assistant to the Vice President-Human Relations. **Victor DeLan** replaces Mr. Hassel as McCormick Division Employment Manager.

STOKES PROMOTES BREHOUSE TO MANAGE VACUUM PUMPS AND COMPONENTS DEPARTMENT

F. J. Stokes Corporation, Philadelphia, has promoted **Harold H. Brehouse** to the position of manager of the company's Vacuum Pumps and Components Department, according to an announcement by David E. Stokes, product manager of the company's Vacuum Equipment Division.

SALADA FOODS APPOINTS FREY



Douglas E. Frey has been appointed sales manager for the Salada-Junket Division of Salada Foods, it was announced by Arthur E. Beeby, vice president and general manager of the division.

In his new post, Mr. Frey is responsible for the Woburn, Mass. division's sales of Salada Tea and 'Junket' brand desserts throughout the country, Mr. Beeby said.

S. Jackson & Son, Inc.

and

McCandless & Company

are pleased to announce that they
have combined their facilities
under the name of

S. Jackson & Son, McCandless, Inc.

with offices at

422 Natchez Street, New Orleans, La.

WEIGHERS, SAMPLERS, FORWARDERS,
WAREHOUSEMEN & CUSTOM BROKERS

- Mailing address—P. O. Box 137
- Telephone—JACKSON 2-2591
- TWX—442
- Cable Address—NORJAC
- FMB 488

Officers: **J. Norcom Jackson, Sr.**, President
Wm. McCandless, Jr., Exec. Vice-President
J. Norcom Jackson, Jr., Vice-President
J. G. Richardson, Sec'y.-Treas.



Because it has more flavor to give

*It's
Coffee-er Coffee!*

S. A. SCHONBRUNN & CO., INC.
Grand and Ruby Avenue • Palisades Park, N. Y.
New York Office: 106 Front St., N. Y. 5, N. Y.

THE AMERICAN EAST INDIA CORPORATION

25 Broadway
New York 4, N. Y.
BO 9-7011

AGENTS

Representing South India — Assam — Darjeeling gardens

DAHINGEAPAR
GABROO PURBAT
NAHOR HABI

HALMIRA
INVERCAULD
KALLYAR

MERCHISTON
RISHEEHAT
SOCKETING

SHOLAYAR
TINGALIBAM
TOWKOK

American Representative of BIRLA BROTHERS PRIVATE LTD., CALCUTTA — BOMBAY — NEW DELHI

IMPORTERS

TROIS JOINS FCC

Bert Trois has been appointed to administer the Flexible Packaging Dept. of Formed Container Corp., Orangeburg, N. Y. Mr. Trois is the former Plant Manager of the Print-A-Tube division of Iassiter-Riegel.

BONDWARE NAMES JOHN TODD GENERAL SALES MANAGER

E. R. Van Meter, vice president of Continental Can Company's Bondware Division, has announced the appointment of **John T. Todd** as general manager of sales for this paper container division. Mr. Todd started as a Bondware salesman on the West Coast in 1948, and was subsequently promoted to San Francisco district manager and then to Western regional sales manager.

HARRY B. McHUGH NAMED GENERAL MANAGER AT LA TOURAINE

Harry B. McHugh has been named Executive Vice President and General Manager of La Touraine Coffee Company, Inc. The announcement was made by Gerard A. Fulham, President of La Touraine. La Touraine is one of the country's leading importers and roasters of quality coffees for the hotel and restaurant trade.

CONTINENTAL COFFEE MAKES PROMOTIONS



Robert Campbell has been named regional sales manager for Continental Coffee Company, the nation's largest supplier of coffee to restaurants, hotels, and institutions. His region includes Cincinnati, Dayton, and Columbus, Ohio; Pittsburgh, Pa.; Huntington and Charleston, West Virginia; Rochester, New York; and Lexington, Kentucky.



Bernard G. Pippenger has been named regional sales manager for Continental Coffee Co., the nation's largest supplier of coffee to hotels, restaurants, and institutions. His region, Indianapolis, and Gary, Indiana; Champaign and Decatur, Illinois; Grand Rapids, Michigan; Louisville, Kentucky; and Chattanooga, Tennessee.

CONTINENTAL CAN ADDS BONDWARE AGENTS IN SOUTH

Continental Can Company has selected two southern firms to represent its Bondware Division's line of food containers and paper cups for hot and cold drinks.

Specialty Sales Corp., P. O. Box 5319 Jacksonville, Florida, represents Bondware in North and South Carolina. This organization has specialized in the sale and use of paper products for industrial packaging. **J. Edward Petersen** is president of the firm.

Hal Baird & Co., Inc., 6128 Louisville St., New Orleans, Louisiana, is Bondware's agent throughout Mississippi, Louisiana, western Tennessee and western Alabama. The company has been servicing the packaging industry in these areas for the past eleven years.

NAME ARTHUR SHEER GENERAL MERCHANDISE MANAGER OF GRAND UNION COMPANY'S GRAND-WAY DIV

Arthur Sheer has been appointed General Merchandise Manager of the Grand-Way Division of The Grand Union Company, it was announced. He replaces Herbert Grief, who has resigned to enter the field of distribution in an ownership capacity.

**IMPORTERS OF THE FINEST
TEAS FOR THE AMERICAN**

MARKET...

CLEMENT M. HAKIM

99 Wall St., New York 5, N. Y.



People . . .

continued



William Hornthal has been named regional sales manager for Continental Coffee Company, the nation's largest purveyor of coffee to hotel, restaurants, and institutions. His region includes Chicago; Omaha, Nebraska; Davenport, Iowa; Hammond and Whiting, Indiana; and Milwaukee and Madison, Wisconsin.

BOWEN ENGINEERING NAMES EMPIRE EQUIPMENT COMPANY SOUTHERN WEST COAST REPS.

J. H. Dean and **S. A. Palmer** of Empire Equipment Company, 385 East Green St., Pasadena, Calif., represent Bowen Engineering Inc., North Branch, N. J., the nation's oldest and largest spray drying engineering firm, in California and the Pacific Southwest, it was announced today in North Branch. The company provides sales and service in California, Nevada and Arizona.

TWO ELECTED TO BOARD OF RUDD-MELIKIAN, INC.

Miss Muriel F. Siebert, partner of Stearns & Co., New York Stock Exchange firm, and **Frank W. Norris**, executive vice-president and director of The Bank of Commerce, Milwaukee, Wisconsin, have been elected to the board of directors of Rudd-Melikian, Inc., it was announced here this week by **K. Cyrus Melikian**, chairman.

Other members of the board are: **Lloyd K. Rudd**, president and **John A. Kenney**, secretary.

NICHOLS ENGINEERING & RESEARCH CORP. APPOINTS NEW GENERAL SALES MANAGER

The Board of Directors of Nichols Engineering & Research Corp., New York, engineers and suppliers of equipment to industry and to the sanitary engineering field, have elected **H. Bach Nielsen**, General Sales Manager of the firm.

JAMES GRAY NAMED FRITZSCH SALES REP. FOR SAN FRANCISCO AREA

James P. Gray has been appointed sales representative for the San Francisco area by Fritzsch Brothers, Inc., leading suppliers of essential oils, and creators of aromatic chemicals, and fragrance and flavor compositions.

WESTERN URN APPOINTS NEW EASTERN AGENT



Custom Sales & Service, Inc., a newly formed organization, has been made agent in Philadelphia for Western Urn Mfg. Company, one of the nation's largest

manufacturers of commercial coffee brewing and industrial catering equipment.

The firm services the areas of Western Pennsylvania, Maryland, Delaware, Virginia, Washington, D. C., and Southern New Jersey.

Thomas Leppert formerly Vice President of the Ireland Coffee Company, resigned his position to take over the direction of Custom Sales and Service, Inc., as General Manager. Mr. Leppert, who was Manager of Ireland's Philadelphia operation, has been part of the company's staff for the past 17 years and is well known throughout the industry.

MOORE-McCROMACK NAMES J. S. FULLERTON AGENCY

Moore-McCormack Lines has announced appointment of **J. S. Fullerton, Inc.**, as its agency for all advertising, public relations and collateral activities, effective December 23, 1961.

The account previously was handled by Young & Rubicam.

JAVA PACIFIC & HOEGH LINES



"I'm glad I sent my tea by Java Pacific"

JAVA PACIFIC & HOEGH LINES

**FAST — REGULAR
MONTHLY SAILINGS**

from Colombo and Calcutta

to:

U. S. PACIFIC COAST PORTS

and

VANCOUVER

NEW YORK

Java Pacific Line, Inc.

25 Broadway

VANCOUVER

Dingwall Cotts & Co., Ltd.

802 West Hastings St.

SAN FRANCISCO

Transpacific Transportation Co.

351 California Street

G. D. HANBY JOINS McMURRY

George D. Hanby has joined the McMurray Company, effective September 1, to institute a new Division of Restaurant Services. Previously, he was Director of Food Operations for the Walgreen Company, was President of Nedick's in New York and owner of Hanby Enterprises in Evanston, Illinois.

NEW PR AGENCY OPENS

John Scott Fones Incorporated opened its doors as a public relations agency located at 44 East 52nd Street, New York. The new Fones agency is specializing in product publicity and community relations, principally in the consumer product field.

Arrangements have been made with similar public relations agencies in Los Angeles (Charles Pomerantz), Chicago (James Bixby), Boston (The Cannam Company), and Dallas (McDonald Associates), to handle publicity activity in those regions for **John Scott Fones Inc.**

Head of the organization is **John Scott Fones**, who was on the editorial staff of Time Magazine for fourteen years until 1951, when he left to join Benjamin Sonnenberg's Publicity Consultants Inc. During the past ten years he has supervised that agency's publicity operations for Philip Morris Inc., Thomas J. Lipton Inc., Beech-Nut Packing Company, The Stouffer Corporation, Chesebrough-Pond's Inc., The Diner's Club, Inc., and other major accounts.



James Chengges has been named regional sales manager for Continental Coffee Company, the nation's largest supplier of coffee to restaurants, hotels and

institutions. His region includes Toledo, Akron, and Cleveland, Ohio; and Detroit and Saginaw, Michigan.

PETER KENYON NAMED GENERAL SALES MANAGER FOR PERFORMANCE INCENTIVES CORPORATION

Performance Incentives Corporation announced the appointment of **Peter M. Kenyon**, 15 Ackerman Road, Saddle River, N. J., as General Sales Manager of the nation-wide sales incentive firm.

BECKMAN APPOINTS MAYSFIELD

The appointment of **Jack L. Mayfield** as Sales Engineer for the Scientific and Process Instruments Division of Beckman Instruments, Inc., has been announced by Paul E. Paules, Manager of the division's Western Region. Mayfield represents the division in the sales of laboratory instruments in Northern California and Nevada.

LONNIE H. POPE NAMED FRITZSCHE SALES REPRESENTATIVE FOR DALLAS AREA

Mr. Lonnie H. Pope has been appointed sales representative for the newly established Dallas area by Fritzsche Brothers, Inc., leading suppliers of essential oils, and creators of aromatic chemicals, and fragrance and flavor compositions.

PAUL BOYD IS WEST COAST REPRESENTATIVE FOR PERFORMANCE INCENTIVES CORPORATION

Performance Incentives Corporation today announced the appointment of **Paul B. Boyd** of 1160 North Jackson Street, Glendale, Calif., as the incentive firm's West Coast Representative.

ADDITIONAL BECKMAN APPOINTMENT

The appointment of **John Schafer** as sales engineer for the Scientific and Process Instruments Division of Beckman Instruments, Inc., has been announced by Robert A. Piper, Manager, Midwestern Region, for the Corp.

**Look For
People . . .
Next Issue**

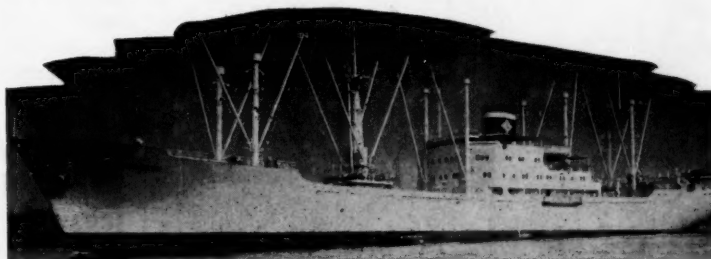


THE NORTHERN PAN-AMERICA LINE A/S

Serving The

BRAZIL/U.S. GULF COFFEE TRADE

With modern, large 18 knot vessels making 3 monthly sailings from Brazilian coffee ports to New Orleans and Houston.



**General Agents
Oivind Lorentzen, Inc.
New York 6, N. Y.**

FULLY AUTOMATIC Percolators

In the three most

For Homes,
Churches, Schools,
Taverns, Lodges,
Restaurants, Hos-
pitals, or wherever
large quantities of
perfect coffee are
desired.

WANTED SIZES

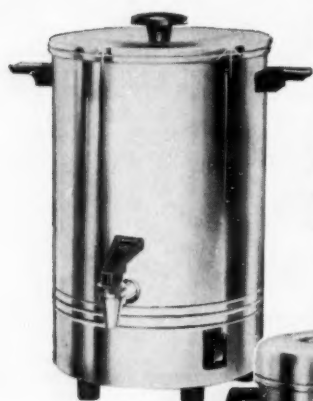
30 CUPS

58 CUPS

90 CUPS

CAPACITY

Easy to use. Simply fill with cold water, add the required amount of coffee and turn on current. Percolator starts to "perk," stops, and keeps coffee serving hot, automatically. No filters, bags, papers or screens. Uses ordinary 110-120 AC.



30 full 5-oz. cups.
Catalog No. SA-24.
Retail \$24.95



58 full 5-oz. cups.
Catalog No. AP-48
Retail \$39.95



90 full 5-oz. cups.
Catalog No. AP-84.
Retail \$42.95

Also a wide selection of semi-automatic Drip-O-lator electric coffee makers in capacities from 20 to 80 cups. Write for descriptive literature.

THE ENTERPRISE ALUMINUM CO.
245 Oberlin Road
Massillon, Ohio

(Coffee) Trees

with apologies to J. Kilmer

October was New Orleans coffee harvesting time at the Gravier street office of Volkart Bros., Inc. One of the office's chief adornments, a five foot coffee tree received as a small pot plant four years ago, flourished in its sunny location near the front window and this year bore beans which ripened and in due time were harvested with great glee by office personnel.

Cultivation of coffee plants indoors is somewhat of a horticultural hobby in many coffee firms here. Undisputed champion as to size is the 18 year old coffee tree which scrapes the 14 foot ceiling of the Ruffner, McDowell & Burch, Inc. office. This tree, topped four times, is now so huge that it is no longer possible to move it to the firm's patio in the summer, as was the custom when it was young. It has borne berries many times, once yielding a quarter pan full. This year it suffered a set-back when an over zealous porter put 10 pounds of commercial fertilizer on it. With drastic emergency measures and careful pruning supervised by George Gernon it made an amazing comeback and the Ruffner people predict that they, too, will have a crop next year.

James J. Meyers, president of the Oulliber Coffee Co., has an eight foot tree which flourishes in the garden of his home, but several unseasonably cold winters have kept it from bearing.

Columnist Drew Pearson named keynote Speaker for NAMA Convention

Drew Pearson, syndicated newspaper columnist and radio and TV commentator, has been named keynote speaker for the 75th Anniversary Convention-Exhibit of the National Automatic Merchandising Association, according to Sidney S. Rudin, Convention chairman.

Pearson, one of Washington's top reporters, recently returned from a tour of Russia and is to speak about his two-day intensive interview with Nikita Khrushchev.

He is being presented on Sunday, October 28 at 1:30 p.m. at Chicago's McCormick Place, site of the automatic vending industry's giant Convention-Exhibit scheduled for October 28-31.

A special feature of this year's NAMA Show is the First International Vending Symposium devoted to vending methods in other countries and expected to draw several hundred overseas vending executives.

Upwards of 8,000 American vending executives expect to attend the Convention.

Shed Operations

(Continued from page 21)

that mass production and mass distribution of goods have "mass produced problems of marketing," and said the seminars are aimed at finding realistic answers to these problems.

**Next Month —
SPECIAL TRANSPORTATION
ISSUE. Send in News Items
Without Delay.**

green coffee brokers

A. L. RANSOHOFF Co., Inc.

Coffee

NEW YORK

Cable Address
"RANWILLIG"

108 Front Street

C. T. KONTOS & CO.

**COFFEE BROKERS
AND
IMPORT AGENTS**

79 Wall Street

New York 5, N. Y.

BALZAC BRO

IS

SELECTED

RELIABLE GENUINE QUALITY

Specialists in Colombian Coffees
Mexicans Milds

**BALZAC BROS. & COMPANY, INC.
NEW YORK**

ERNEST SINGHOFEN & Co., Inc.

Coffee

NEW YORK

TEL: WHITEHALL 4-8182

109 FRONT STREET

FITZPATRICK & HOFFMAN, INC.

GREEN COFFEE

210 California Street

San Francisco

DOuglas 2-1474

Edward P. McCauley & Co., Inc.

COFFEE

One Jones Lane

New York 5, N. Y.

Cable Address: CAULCAFE

J. N. SOARES CO.

110 FRONT ST.
Telephone:
Whitehall 4-8152

NEW YORK 5, N. Y.

Cable Address:
"JOSOARES" New York

Agents for Angolan Shippers

MEMBER: GREEN COFFEE ASSN. OF NEW YORK CITY, INC.
NATIONAL COFFEE ASSOCIATION

Established 1885

B. C. IRELAND, INC.

AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

67 California Street

San Francisco 11, Calif.

E. A. JOHNSON & CO.

COFFEE IMPORTERS AND AGENTS

BRAZILS • COLOMBIANS • CENTRAL AMERICANS

166 California Street

San Francisco 11, Calif.



A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

ABBREVIATIONS FOR LINES

Ahl Trans Car—Ahlmann Trans Caribbean Line
 Alcoa—Alcoa Steamship Co.
 Af-Pac—African Pacific Line
 Am-Exp—American Export Lines
 Am-Pres—American President Lines
 Am-Rep—American Republics Line
 Am-W Afr—American-West African Line
 B-Afr—Belgian African Line
 Barb-Wn—Barber Wilhelmsen Line
 Barb-Frn—Barber-Fern Line
 Barb-W Afr—Barber-West African Line
 Baron—Baron Line
 BI-Dia—Black Diamond Steamship Co.
 BI-Star—Black Star Line Ltd.
 Brodin—Brodin Line
 Carib—Caribbean Central American Line
 Col—Columbus Line
 Coldemar—Coldemar Line
 Cubamex—Cubamex Line
 Cunard—Brocklebanks' Cunard Service
 Daido—Daido Line
 Delta—Delta Line
 Dodero—Dodero Lines
 Eld-Dem—Elder Dempster Lines
 Ell-Buck—Ellerman & Bucknell S.S. Co.
 Farrell—Farrell Lines
 Grace—Grace Line
 Granco—Grancolombiana (New York), Inc.
 Gulf—Gulf & South American Steamship Co., Inc.
 GWA—Gulf West Africa Line
 Hellenic—Hellenic Lines Ltd.

Hansa—Hansa Line
 Hoegh—Hoegh Lines
 Hol-Pan—Holland-Pan-American Line
 Iino Line
 Independence—Independence Line
 Isthmian—Isthmian Lines, Inc.
 JavPac—Java Pacific Line
 K Line—Kawasaki Kisen Kaisha, Ltd.
 Lloyd—Lloyd Brasileiro
 Lykes—Lykes Lines
 Maersk—Maersk Line
 Mam—Mamenic Line
 Nedlloyd—Nedlloyd Line
 Nopal—Northern Pan-American Line
 Norton—Norton Line
 O-M-E—Orient Mid-East Lines
 PacFar—Pacific Far East Line, Inc.
 Pac-Rep—Pacific Republics Line
 PacTrans—Pacific Transport Lines, Inc.
 Pioneer—American Pioneer Line
 PTL—Pacific Transport Lines, Inc.
 R Neth—Royal Netherland Steamship Co.
 Robin—Robin Line
 Scindia—Scindia Steam Navigation Co., Ltd.
 SCross—Southern Cross Line
 Sev-Stars—Seven Stars (Africa) Line
 Stock—Stockard Shipping Co.
 Torm—Torm Lines
 Ufruit—United Fruit Co.
 Wes-Lar—Westfal Larsen Co. Line
 Yamashita—Yamashita Line

ABBREVIATIONS FOR PORTS

At—Atlantic ports
 Ba—Baltimore
 Bo—Boston
 CC—Corpus Christi
 Ch—Chicago
 Chsn—Charleston
 Cl—Cleveland
 De—Detroit
 Ga—Galveston
 Gf—Gulf Ports
 Ha—Halifax
 Ho—Houston
 HR—Hampton Roads
 Jx—Jacksonville
 LA—Los Angeles
 Mo—Mobile
 MI—Montreal
 NO—New Orleans
 NY—New York
 NN—Newport News
 NF—Norfolk
 Pa—Philadelphia
 Po—Portland
 PS—Puget Sound
 Sa—Savannah
 SD—San Diego
 SF—San Francisco
 Se—Seattle
 St Jo—Saint John
 Ta—Tacoma
 Va—Vancouver

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.



FARRELL

More African coffee than ever is being imported by the U. S. And more of it, too, is being carried by Farrell Liners—pioneer in the development of American-African trade. The Farrell fleet, boasting 14 fast liners, is uniquely experienced to handle coffee cargo—from its special loading and stowing system, to scientific ventilation and control, to frequent at-sea inspection. In the increasing two-way American-African trade, cargo on the go goes Farrell—the only regularly-scheduled line linking America with all three African ocean coasts.



FARRELL LINES

INCORPORATED

*African coffee imports by the U. S. amounted to \$120 million in 1959—as compared to only \$9 million in 1948.

26 Beaver Street
 New York 4, N. Y.
 Whitehall 4-7460



A major fleet under the American Flag, developing African trade exclusively for over 35 years.

ship sailings

COFFEE BERTHS

Abidjan

10/15 Estelle—Maersk
 10/17 Pegu—El-Dem
 10/19 Shonga—El-Dem
 10/23 Irima—Bl-Dia
 10/26 Tana—Am-W Afr
 10/28 Afr Patriot—Farrell
 10/29 Del Mundo—Delta
 11/5 Tabor—Am-W Afr
 11/9 Sekondi—El-Dem
 11/12 Afr Pilot—Farrell
 11/15 Romo—Maersk
 11/18 Tano River—Bl-Star
 11/18 Del Monte—Delta
 11/19 Elin Horn—GWA
 11/22 Lorima—Bl-Dia
 11/24 Tulane—Am-W Afr
 11/24 A steamer—Farrell
 11/26 Ondo—El-Dem
 12/3 Corneville—Am-W Afr
 12/6 Vigrid—Bl-Star
 12/8 Nopal Branco—GWA
 12/10 Salaga—El-Dem

NY11/1 LA11/27 SF11/29
 NY10/30 Pall/1 Hall/11
 Mill/5 Ball/13 Pall/14 NY11/17 Hall/24
 NY11/9
 USA11/15
 NY11/14
 Noll/11 Hall/15
 USA11/30
 NY11/26 Ball/29 Pall/30 Hall/2/11
 NY11/29
 NY12/1 LA12/27 SF12/29
 NY12/6 Pall/11
 N012/2 Hall/6
 N012/11 Hall/2/14
 NY12/9
 USA12/15
 NY12/11
 NY12/15 Ball/2/18 Pall/2/19 Ga12/30
 USA12/31
 NY12/26 Pall/29 Ball/3 Nf1/5
 N012/30 Hall/2
 NY12/28 Ball/1 Pall/2 Hall/8

Angra dos Reis

10/10 Mormacgulf—Pac-Rep
 10/10 Farida—Norton
 10/12 Itajai—Brodin

10/14 Mormacelm—Am-Rep
 10/14 Del Oro—Delta
 10/18 Mormacpine—Am-Rep

10/20 Evanger—Wes-Lar
 10/25 Mormacscan—Am-Rep
 10/27 Nyland—Brodin

11/1 Del Valle—Delta
 11/4 Nordanger—Wes-Lar
 11/8 Mormacmail—Am-Rep

11/12 Mormacwren—Am-Rep
 1/15 Antonina—Brodin

11/16 Del Rio—Delta
 11/17 Mormacowl—Am-Rep

11/20 Mormachawk—Am-Rep
 11/23 Brimanger—Wes-Lar
 11/30 Del Sol—Delta
 12/4 Lia Brodin

12/14 Del Oro—Delta

LA11/12 SF11/14 Vall/21 Sell/23 Poll/25
 NY10/27 Bo10/31 Pall/2 Ball/3 Nf11/4
 Ba10/31 Nf10/31 NY11/2 Pall/4 Bo11/6
 Mill/10

NY10/30 Boll/2 Ball/4 Pall/5
 Ho10/27 N010/29
 Jx11/3 Chsn11/5 Ball/7 Pall/9 NY11/10
 Boll/13 Mill/17

LA11/15 SF11/18 Pill/24 Sell/25 Vall/27
 NY11/8 Boll/11 Pall/13 Ball/15 Nf11/16
 Ball/11 Nf11/11 NY11/13 Pall/15 Boll/17
 Mill/21

N011/19 Hall/23
 LA12/2 SF12/5 Poll/2/11 Sell/2/13 Val2/15
 Jx11/22 Chsn11/24 Ball/26 Pall/27 NY11/28
 Boll/2/1 Mill/2/4
 NY11/29 Boll/2/2 Pall/2/4 Ball/2/6 Nf12/7
 Ba12/1 Nf12/1 NY12/3 Pall/2/5 Boll/2/7
 Mill/2/11

N011/28 Hall/2/2
 Jx12/4 Chsn12/6 NY12/8 Boll/11 Pall/2/13
 Ba12/15

NY12/12 Boll/2/15 Pall/2/17 Ba12/18 Nf12/19
 LA12/20 SF12/23 Poll/2/31 Sell/2/2 Val2/4
 N012/12 Hall/2/16
 Ba12/19 Nf12/19 NY12/21 Pall/2/22 Boll/2/24
 StJol2/28

N012/26 Hall/2/30

Barranquilla

10/11 Santa Sofia—Grace
 10/12 George Lykes—Lykes
 10/15 Cd de Popayan—Granco
 10/18 Santa Barbara—Grace
 10/21 Arctic Gull—Granco
 10/22 Cd de Santa Marta—Granco
 10/28 Cd de Neiva—Granco
 11/8 George Lykes—Lykes
 12/6 George Lykes—Lykes

Ba10/16 Pa10/17 NY10/18
 Ho10/17
 Ho10/30 N011/3
 Ba10/24 NY10/25
 NY10/31
 Ho11/6 N011/10
 NY11/7
 Ho11/14
 Ho12/12

Pt. Barrios

10/10 Arctic Gull—Granco
 10/15 Christiane—U-Fruit
 10/17 Box Hill—U-Fruit
 10/17 Cd de Neiva—Granco
 10/23 Zephyr—U-Fruit
 10/30 Yucatan—Carib
 10/31 Leith Hill—U-Fruit
 11/8 Box Hill—U-Fruit

NY10/31
 Ho10/19 N010/21
 NY10/23
 NY11/7
 Ho10/28 N010/30
 NY11/6
 NY11/6
 NY11/14

Buenaventura

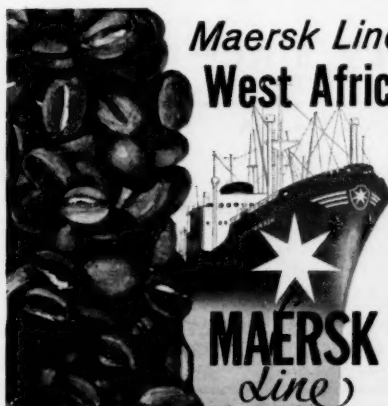
10/11 Santa Rita—Grace
 10/13 Cd de Armenia—Granco
 10/13 Elizabeth Schulte—Coldemar
 10/14 Ranborg—Granco
 10/18 Santa Maria—Grace
 10/18 Santa Malta—Grace
 10/20 Trader—Gulf
 10/20 Erna Witt—Coldemar
 10/20 Cd de Tunja—Granco
 10/20 Cd de Ibagu—Granco
 10/24 Jytte Skou—Granco
 10/25 Santa Elisa—Grace
 10/27 Cd de Barranquilla—Granco
 10/27 Cali—Coldemar
 10/29 Santa Flavia—Grace
 10/30 Shipper—Gulf
 10/31 Cd de Guayaquil—Granco
 11/1 Santa Luisa—Grace
 11/3 Cd de Pereira—Granco
 11/10 Manuel Mejia—Granco
 11/10 Cd de Quito—Granco
 11/30 Strom Gunhild—Granco

NY10/18 Ba10/20 Pa10/24
 Ba10/19 Pa10/20 NY10/22
 Jx10/20 NY10/24
 LA10/24 SF10/27 Vall/12
 NY10/25
 LA10/26 SF10/27 Poll/1 Sell/5
 Ho10/26 N010/30
 Jx10/27 NY10/31
 Ba10/26 Pa10/27 NY10/29
 Ho10/28 N011/1
 Boll/5 Mill/13
 NY11/1 Ball/4 Pall/7
 Ball/3 Pall/3 NY11/5
 Jx11/3 NY11/7
 LA11/7 SF11/9 Sell/13 Poll/22
 Ho11/5 N011/10
 Ho11/6 NY11/7
 NY11/8
 Ball/9 Pall/10 NY11/12
 Ball/16 Pall/17 NY11/19
 LA11/20 SF11/23 Val2/6
 LA12/10 SF12/13 Val2/26

Corinto

10/14 Mataura—Mam
 10/15 Snefeld—Mam
 10/30 Voco—Mam
 10/31 Degero—Mam

Ho10/26 N010/30
 NY10/28
 Ho11/11 N011/15
 NY11/13



**Maersk Line Provides the only Service from
 West Africa to both U.S. Atlantic and Pacific Ports**

Monthly
 sailings from
**MATADI
 DOUALA
 ABIDJAN
 MONROVIA
 FREETOWN**
 via modern cargo liners

Ship your cargo via
**THE BLUE LINERS—
 MAERSK LINERS®**

MOLLER STEAMSHIP COMPANY, INC.

General Agents

30 Broad Street, New York 4, N.Y. • HANover 2-1500

West African Agents

MATADI: Agetraf, S. C. A. R. L., 3 rue de Vivi, P. O. Box 36, Matadi, Republic of the Congo.

DOUALA: Societe Navale Delmas Vieljeux, P.O. Box 263, Douala, Cameroons.

ABIDJAN: Societe Navale Delmas Vieljeux, 17, Avenue Louis Barthe, P.O. Box 1281, Abidjan, Ivory Coast.

MONROVIA: Liberia Trading Corp., P.O. Box 125, Monrovia, Liberia.

FREETOWN: Scandinavian Shipping Agencies Limited, 9 Gloucester St., P.O. Box 130, Freetown, Sierra Leone.

Coffee Berths (Continued)

Cartagena

10/11 Santa Sofia—Grace	Ba10/16 Pa10/17 NY10/18
10/12 Tyson—Lykes	Ho10/17
10/13 Cd de Popayan—Granco	Ho10/30 N011/3
10/13 Santa Paula—Grace	NY10/19
10/18 Santa Barbara—Grace	Ba10/24 NY10/25
10/19 Arctic Gull—Granco	NY10/31
10/20 Cd de Santa Marta—Granco	Ho11/6 N011/10
10/26 Cd de Neiva—Granco	NY11/7
11/8 George Lykes—Lykes	Ho11/14

Pt. Cortes

10/11 Christiane—U Fruit	Ho10/19 N010/21
10/13 Box Hill—U Fruit	NY10/23
10/19 Zephyr—U Fruit	Ho10/28 N010/30
10/27 Leith Hill—U Fruit	NY11/6
11/1 Yucatan—Mam	NY11/6
11/8 Box Hill—U Fruit	NY11/14

Dar es Salaam

10/22 Afr Planet—Farrell	Bo11/22 NY11/24
11/8 Afr Lightning—Farrell	Bo12/12 NY12/14
11/14 Margaret Lykes—Lykes	N012/14 Ho12/19
11/21 A steamer—Farrell	Bo12/22 NY12/24
12/4 Afr Crescent—Farrell	Bo1/5 NY1/7
12/11 Helen Lykes—Lykes	N01/15 Ho1/20

Djakarta

11/5 Zoella Lykes—Lykes	N012/13 Ho12/17
11/24 William Lykes—Lykes	N01/10 Ho1/15

Douala

10/13 Del Santos—Delta	N011/12 Ho11/16
10/14 Tana—Am-WAfr	USA11/15
10/15 Irima—Bl-Dia	NY11/9
10/16 Afr Patriot—Farrell	NY11/14
10/23 Tabor—Am-WAfr	USA11/30
10/25 Costa Rica—Sev-Stars	NY11/23 Pa11/28
10/30 Afr Pilot—Farrell	NY11/29
11/4 Elin Horn—GWA	N012/11 Ho12/14
11/10 A Steamer—Farrell	NY12/11
11/12 Tulane—Am-WAfr	USA12/15
11/13 Lorima—Bl-Dia	NY12/9
11/19 Nopal Branco—GWA	N012/30 Ho1/2
11/21 Corneville—Am-WAfr	USA12/31
11/24 Vigrid—Bl-Star	NY12/6 Pa12/29 Ba1/3 Nf1/5

GUATEMALA

10/21 A. Volta—Italian	LA10/27 SF10/31 Po11/4 Se11/8 Va11/11
10/27 Rep de Ecuador—Granco	LA11/11 SF11/15
11/16 Cd de Bogota—Granco	LA12/1 SF12/5
11/19 G. Ferraris—Italian	LA11/26 SF11/29 Po12/2 Se12/7 Va12/11
12/22 A. Pacinotti—Italian	LA12/28 SF12/31 Po1/4 Se1/8 Va1/10

GUAYAQUIL

10/15 Cd de Tunja—Granco	Ba10/26 Pa10/27 NY10/29
10/16 Cd de Ibagu—Granco	Bo10/28 N011/1
10/22 Cd de Barranquilla—Granco	Ba11/2 Pa11/3 NY11/5
10/27 Cd de Guayaquil—Granco	Ho11/6 N011/10
10/29 Cd de Pereira—Granco	Ba11/9 Pa11/10 NY11/12
11/5 Manuel Mejia—Granco	Ba11/16 Pa11/17 NY11/19

Lagos

10/10 Tana—Am-WAfr	USA11/15
10/13 Shonga—El-Dem	M11/5 Ba11/13 Pa11/14 Ha11/24
10/14 Pegu—El-Dem	NY10/30 Pa11/1 Ha11/11
10/18 Costa Rica—Sev-Stars	NY11/23 Pa11/28
10/19 Tabor—Am-WAfr	USA11/30
10/21 Afr Patriot—Farrell	NY11/14
11/3 Sekondi—El-Dem	NY11/26 Ba11/29 Pa11/30 Ha12/11
11/3 Afr Pilot—Farrell	NY12/29
11/8 Tulane—Am-WAfr	USA12/15
11/15 A Steamer—Farrell	NY12/11
11/17 Corneville—Am-WAfr	USA12/31
11/18 Vigrid—Bl-Star	NY12/26 Pa12/29 Ba1/3 Nf1/5
11/20 Ondon—El-Dem	NY12/15 Ba12/18 Pa12/19 Ha12/30
12/4 Salaga—El-Dem	NY12/28 Ba1/1 Pa1/2 Ha1/8

La Libertad

10/11 Snefeld—Mam	NY10/28
10/11 Mataura—Mam	Ho10/26 N010/30
10/26 Voco—Mam	Ho11/11 N011/15
10/27 Degero—Mam	NY11/13

La Union

10/12 Snefeld—Mam	NY10/28
10/12 Mataura—Mam	Ho10/26 N010/30
10/27 Voco—Mam	Ho11/11 N011/15
10/28 Degero—Mam	NY11/13

Lobito

10/19 Vink—B-Afr	NY11/11
10/29 Afr Glade—Farrell	NY11/13
11/2 Burckel—B-Afr	NY11/24
11/16 Steenstraete—B-Afr	NY12/8
12/6 Afr Dawn—Farrell	NY12/21

Luanda

10/13 Lulua—B-Afr	NY10/28
10/21 Afr Glade—Farrell	NY11/13
10/24 Del Santos—Delta	N011/12 Ho11/16
10/26 Vink—B-Afr	NY11/11
11/9 Burckel—B-Afr	NY11/24
11/13 Elin Horn—GWA	N012/11 Ho12/14
11/23 Steenstraete—B-Afr	NY12/8
11/28 Nopal Branco—GWA	N012/30 Ho1/2
11/28 Afr Dawn—Farrell	NY12/21

A Partner of the Coffee Industry since 1919



Delta Line
MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS

NEW YORK • CHICAGO
ST. LOUIS • HOUSTON

AGENTS:

RIO DE JANEIRO: DELTA LINE, INC.
Rua Visconde Inhauma 134
SANTOS: DELTA LINE, INC.
Praça da Republica 87
ABIDJAN & DOUALA
Union Maritime at Commerciale
LUANDA
Hull, Blyth (Angola), Ltd.
LOBITO & MATADI
Agence Maritime Internationale S.A.

TO NEW ORLEANS AND OTHER
U. S. GULF PORTS . . . FROM

SOUTH AMERICA

PARANAGUA, SANTOS, RIO DE JANEIRO
VICTORIA Regular Weekly Sailings

WEST AFRICA

ANGOLA, CAMEROONS, IVORY COAST
LIBERIA and REPUBLIC of CONGO
Direct Regular Service

TORM LINES

SUPERIOR SERVICE FROM BRAZIL TO
U. S. NORTH AND SOUTH ATLANTIC PORTS

TORM LINES AGENCY, INC.

GENERAL AGENTS

24 STATE STREET

NEW YORK 4, NEW YORK

CABLE: TORMLINE

Matadi

10/14 Vinkt—B-Afr	NY11/11
10/20 Del Santos—Delta	N011/12 H011/16
10/20 Romo—Maersk	NY12/1 LA12/27 SF12/29
10/20 Afr Glade—Farrell	NY11/13
10/27 Afr Dawn—Farrell	NY12/21
10/28 Burckel—B-Afr	NY11/24
11/9 Elin Horn—GWA	N012/11 H012/14
11/11 Steenstraete—B-Afr	NY12/8
11/24 Nopal Branco—GWA	N012/30 H01/2

Mombasa

10/13 Afr Planet—Farrell	B011/22 NY11/24
10/31 Afr Lightning—Farrell	B012/12 NY12/14
11/10 Margaret Lykes—Lykes	N012/14 H012/19
11/12 Gray—Robin	B012/14 NY12/16
11/13 A Steamer—Farrell	B012/22 NY12/24
11/26 Afr Crescent—Farrell	B01/5 H01/7
11/30 Mormactide—Am-Rep	B012/28 NY12/30
12/15 Helen Lykes—Lykes	N01/15 H01/20

Monrovia

10/21 Shonga—El-Dem	M11/5 Ball/13 Pall/14 NY11/17 Hall/24
10/25 Del Mundo—Delta	N011/11 H011/15
10/28 Tana—Am-WAfr	USA11/15
11/7 Tabor—Am-WAfr	USA11/30
11/12 Sekondi—El-Dem	NY11/26 Ball/29 Pall/30 H012/11
11/15 Del Monte—Delta	N012/2 H012/6
11/26 Tulane—Am-WAfr	USA12/15
11/30 Ondo—El-Dem	NY12/15 Bal2/18 Pal2/19 H012/30
12/6 Corneville—Am-WAfr	USA12/31
12/14 Salaga—El-Dem	NY12/28 Bal/1 Pal/2 H01/8

Paranagua

10/10 Cabo Sao Roque—Lloyd	N010/28 H011/2
10/10 Itajai—Brodin	Ba10/31 NF10/31 NY11/2 Pall/4 B011/6
	M111/10
10/10 Mormacelm—Am-Rep	Ba10/29 Pa10/31 NY11/1 B011/4 M111/8
10/12 Mormacguif—Pac-Rep	LA11/9 SF11/12 Vall/21 Sell/22 Pall/24
10/12 Del Oro—Delta	H010/27 N010/29
10/13 Entre Rio—Arg-State	NY11/1 Pall/3 Ball/5 NF11/7
10/15 Mormacpine—Am-Rep	Jx11/3 Chsn11/5 Ball/7 Pall/9 NY11/10
	B011/13 M111/17
10/16 Del Sud—Delta	N011/1 H011/7
10/16 Mormacguif—Pac-Rep	LA11/12 SF11/14 Vall/21 Sell/23 Pall/25
10/17 Cabo Orange—Lloyd	NY11/6
10/19 Mormacpine—Am-Rep	Jx11/5 Chsn11/7 NY11/9 B011/12 Pall/14
	Ba11/16 NF11/17

10/19 Guanabara—Lloyd	N011/9 H011/15
10/21 Dorotea—Norton	NY11/10 B011/14 Pall/16 Ball/17 NF11/18
10/22 Mormacscan—Am-Rep	NY11/9 B011/12 Pall/14 Ball/16
10/23 Marian Maria—Bi-Dia	B011/15 Ball/17 Pall/18
10/24 Nyland—Brodin	Ba11/11 NF11/11 NY11/13 Pall/15 B011/17
	M111/21

10/25 Cabo Santa Marta—Lloyd	N011/12 H011/16
10/26 Rio Araza—Arg-State	NY11/14 Pall/16 Ball/18 NF11/20
10/27 America—Lloyd	NY11/17
10/29 Mormacpin—Am-Rep	NY11/15 B011/18 Pall/20 Ball/22 NF11/23
10/30 Del Valle—Delta	N011/19 H011/23
11/4 Mormacmail—Am-Rep	Jx11/22 Chsn11/24 Ball/26 Pall/27 NY11/28
	B012/1

11/5 Mormacsurf—Pac-Rep	LA12/1 SF12/3 Val2/8 Sel2/10 Pol2/12
11/6 Del Mar—Delta	N011/22 H011/28
11/6 Subra—Bi-Dia	NY11/27 B011/29 Bal2/1 Pal2/2
11/7 Colombia—Lloyd	NY11/28
11/10 Loida Chile—Lloyd	N011/27 H012/1
11/10 Mormacwren—Am-Rep	NY11/29 B012/2 Pal2/4 Bal2/6 NF12/7
11/12 Antonina—Brodin	Ba12/1 NF12/1 NY12/3 Pal2/5 B012/7
	M112/11

11/13 Mormacowl—Am-Rep	Jx12/4 Chns12/6 NY12/8 B012/11
	Pal2/13
	Ba12/15

11/14 Del Rio—Delta	N011/28 H012/2
11/16 Mormacoak—Am-Rep	Ba12/8 NY12/10 B012/13 Pal2/15
11/17 Ecuador—Lloyd	NY12/7
11/20 Del Norte—Delta	N012/6 H012/12
11/20 Mormachawk—Am-Rep	NY12/12 B012/15 Pal2/17 Bal2/18 NF12/19
11/20 Nushaba—Bi-Dia	NY12/11 B012/13 Bal2/15 Pal2/16
11/25 Turicu—Lloyd	N012/14 H012/18
11/27 Haiti—Lloyd	NY12/17
11/27 Del Sol—Delta	N012/12 H012/16
12/1 Lia—Brodin	Ba12/19 NF12/19 NY12/21 Bal2/22 B012/24
	St012/28
12/4 Del Sud—Delta	N012/20 H012/27
12/11 Del Oro—Delta	N012/26 H012/30

Rio de Janeiro

10/11 Farida—Norton	NY10/27 B010/31 Pall/2 Ball/3 NF11/4
10/11 Cuba—Lloyd	NY10/28
10/12 Cabo Sao Roque—Lloyd	N010/28 H011/2
10/13 Itajai—Brodin	Ba10/31 NF10/31 NY11/2 Pall/4 B011/6
	M111/10

10/14 Rio Tunuyan—Arg-State	NY10/28
10/15 Del Oro—Delta	H010/27 N010/29
10/16 Mormacelm—Am-Rep	NY10/30 B011/2 Ball/4 Pall/5
10/17 Entre Rio—Arg-State	NY11/1 Pall/3 Ball/5 NF11/7
10/19 Del Sud—Delta	N011/1 H011/7
10/20 Mormacpine—Am-Rep	Jx11/3 Chsn11/5 Ball/7 Pall/9 NY11/10
	B011/13 M111/17

10/20 Cabo Orange—Lloyd	NY11/6
10/21 Guanabara—Lloyd	N011/9 H011/15
10/23 Mormacpine—Am-Rep	Jx11/5 Chsn11/7 NY11/9 B011/12 Pall/14
	Ba11/16 NF11/17

10/26 Mormacscan—Am-Rep	NY11/8 B011/11 Pall/13 Ball/15 NF11/16
10/26 Mormacsurf—Pac-Rep	LA11/26 SF11/28 Val2/7 Sel2/8 Pol2/10
10/27 Brasil—Am-Rep	NY11/7
10/27 Cabo Santa Marta—Lloyd	N011/12 H011/16
10/28 Nyland—Brodin	Ba11/11 NF11/11 NY11/13 Pall/15 B011/17
	M111/21

FOR
FAST DEPENDABLE DELIVERY

... of your mild coffees
to United States markets ... rely on

**UNITED FRUIT
COMPANY**

Steamship Service

Regular Sailings between

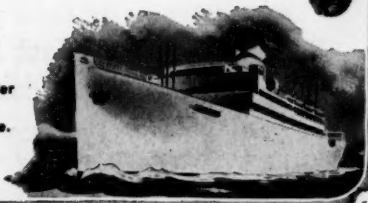
GUATEMALA • NICARAGUA

EL SALVADOR • COSTA RICA • HONDURAS

and

NEW YORK • NEW ORLEANS • HOUSTON

NEW YORK:
Pier 3, North River
NEW ORLEANS:
321 St. Charles Ave.



Coffee Berths (Continued)

10/28 Rio de La Plata—Arg-State
10/30 Rio Arazá—Arg-State
10/31 Mormasurf—Pac-Rep
11/1 America—Lloyd
11/2 Mormacglén—Am-Rep
11/2 Del Valle—Delta
11/9 Del Mar—Delta
11/9 Mormacmail—Am-Rep

11/11 Colombia—Lloyd
11/12 Loide Chile—Lloyd
11/13 Mormacwren—Am-Rep
11/16 Antonina—Brodin

11/16 Mormacrey—Pac-Rep
11/17 Del Rio—Delta
11/18 Mormacowl—Am-Rep

11/20 Ecuador—Lloyd
11/22 Mormacowl—Am-Rep
11/23 Del Norte—Delta
11/27 Turiacu—Lloyd
11/27 Mormachawk—Am-Rep
12/1 Del Sol—Delta
12/1 Haiti—Lloyd
12/5 Lia—Brodin

12/7 Del Sud—Delta
12/15 Del Oro—Delta

Santos

10/10 Mormacgulf—Pac-Rep
10/11 Cabo Sao Roque—Lloyd
10/13 Mormacelm—Am-Rep
10/13 Del Oro—Delta
10/15 Mormacgulf—Pac-Rep
10/15 Entre Rio—Arg-State
10/16 Itajai—Brodin

NY11/11
NY11/14 Pall/16 Ball/18 Nf11/20
LA12/1 SF12/3 Val2/8 Sel2/10 Pol2/12
NY11/17
NY11/15 Boll/18 Pall/20 Ball/22 Nf11/23
N011/19 Holl/23
N011/22 Holl/28
Jx11/22 Chns11/24 Ball/26 Pall/27 NY11/28
Bol2/1

NY11/28
N011/27 Holl/21
NY11/29 Boll2/2 Pal2/4 Bal2/6 Nf12/7
Bal2/1 Nf12/1 NY12/3 Pal2/5 Boll2/7
M112/11
LA12/17 SF12/19 Val2/23 Sel2/25 Pol2/27
N011/28 Holl2/2
Jx12/4 Chns12/6 NY12/8 Boll2/11 Pal2/13
Bal2/15

NY12/7
Bal2/8 NY12/10 Boll2/13 Pal2/15
N012/6 Holl2/12
N012/14 Holl2/18
NY12/12 Boll2/15 Pal2/17 Bal2/18 Nf12/19
N012/12 Holl2/16
NY12/17
Bal2/19 Nf12/19 NY12/21 Pal2/22 Boll2/24
StJol2/28

N012/20 Holl2/27
N012/26 Holl2/30

LA11/9 SF11/12 Vall/21 Sell/22 Poll/24
N010/28 Holl/2
Bal0/29 Pal0/31 NY11/1 Boll/4 M111/8
Holl0/27 N010/29
LA11/12 SF11/14 Vall/21 Sell/23 Poll/25
NY11/1 Pall/3 Ball/5 Nf11/7
Bal0/31 Nf10/31 NY11/2 Pall/4 Boll/6
M111/10

10/17 Mormacpine—Am-Rep

10/18 Del Sud—Delta
10/19 Cabo Orange—Lloyd
10/20 Guanabara—Lloyd
10/21 Mormacpine—Am-Rep

10/24 Marian Maria—Bi-Dia
10/25 Mormacscan—Am-Rep
10/26 Nyland—Brodin

10/26 Brasil—Am-Rep
10/27 Rio de La Plata—Arg-State
10/28 Rio Arazá—Arg-State
10/29 America—Lloyd
10/30 Mormasurf—Pac-Rep
10/31 Del Valle—Delta
10/31 Mormacglén—Am-Rep
11/7 Subra—Bi-Dia
11/7 Mormacmail—Am-Rep

11/8 Del Mar—Delta
11/9 Mormacrey—Pac-Rep
11/9 Colombia—Lloyd
11/11 Mormacwren—Am-Rep
11/11 Loide Chile—Lloyd
11/14 Antonina—Brodin

11/15 Del Rio—Delta
11/16 Mormacowl—Am-Rep

11/19 Ecuador—Lloyd
11/21 Nushaba—Bi-Dia
11/22 Del Norte—Delta
11/25 Mormachawk—Am-Rep
11/26 Turiacu—Lloyd
11/29 Del Sol—Delta
11/29 Haiti—Lloyd
12/3 Lia—Brodin

12/6 Del Sud—Delta
12/13 Del Oro—Delta

Jx11/3 Chns11/5 Ball/7 Pall/9 NY11/10
Boll/13 M111/17

N011/1 Holl/7
NY11/6
N011/9 Holl/15
Jx11/5 Chns11/7 NY11/9 Boll/12 Pall/14
Ball/16 Nf11/17

Boll/15 Ball/17 Pall/18
NY11/9 Boll/12 Pall/14 Ball/16
Ball/11 Nf11/11 NY11/13 Pall/15 Boll/17
M111/21


NY11/7
NY11/11
NY11/14 Pall/16 Ball/18 Nf11/20
NY11/17
LA11/26 SF11/28 Val2/6 Sel2/8 Pol2/10
N011/19 Holl/23
NY11/15 Boll/18 Pall/20 Ball/22 Nf11/23
NY11/27 Boll/29 Bal2/1 Pal2/2
Jx11/22 Chns11/24 Ball/26 Pall/27 NY11/28
Bol2/1

N011/22 Holl/28
LA12/1 SF12/3 Val2/8 Sel2/10 Pol2/12
NY11/28
NY11/29 Boll2/2 Pal2/4 Bal2/6 Nf12/7
N011/27 Holl2/1
Bal2/1 Nf12/1 NY12/3 Pal2/5 Boll2/7
M112/11

N011/28 Holl2/2
Jx12/4 Chns12/6 NY12/8 Boll2/11 Pal2/13
Bal2/15

NY12/7
NY12/11 Boll2/13 Bal2/15 Pal2/16
N012/6 Holl2/12
NY12/12 Boll2/15 Pal2/17 Bal2/18 Nf12/19
N012/14 Holl2/18
N012/12 Holl2/16
NY12/17
Bal2/19 Nf12/19 NY12/21 Pal2/22 Boll2/24
StJol2/28

N012/20 Holl2/27
N012/26 Holl2/30



**REGULAR
FAST
EFFICIENT
SERVICE
BETWEEN**

**BUENOS AIRES, MONTEVIDEO,
PARANAGUA, SANTOS,
RIO DE JANEIRO and
U.S. ATLANTIC
and CANADIAN PORTS**

Columbus Line Inc.
26 BROADWAY, NEW YORK 4, N. Y. HA 5-6700

MOORE-McCORMACK
Lines

AMERICAN FLAG SHIPS

Freight & Passenger Service

REGULAR SAILINGS BETWEEN:

**East Coast United States and Canadian ports and
TRINIDAD • BARBADOS • BRASIL
URUGUAY • ARGENTINA**

**West Coast United States and Canadian ports and
CANAL ZONE • COLOMBIA
VENEZUELA • TRINIDAD • BRASIL
URUGUAY • ARGENTINA**

**United States East Coast ports to
Ports of South and East Africa and
the Indian Ocean Islands**

Tel.: Dlgby 4-5000
TWO BROADWAY NEW YORK 4, N. Y.
Offices in Principal Cities of the World

Coffee Berths (Continued)

Takoradi

10/21 Tana—Am-WAfr	USA11/15
10/26 Afr Pilot—Farrell	NY11/14
10/30 Tabor—Am-WAfr	USA11/30
11/3 Costa Rico—Sev-Stars	NY11/23 Pal1/28
11/9 Afr Pilot—Farrell	NY11/29
11/15 Tano River—Bi-Star	NY12/6 Pal2/11
11/16 Elin Horn—GWA	N012/11 Ho12/14
11/19 Tulane—Am-WAfr	USA12/15
11/28 Corneville—Am-WAfr	USA12/31
12/2 Vigrid—Bi-Star	NY12/26 Pal2/29 Bal/3 N11/5
12/5 Nopal Branco—GWA	N012/30 Ho1/2

Tanga

10/16 Mowbray—Robin	Bol1/16 NY11/18
10/20 Afr Planet—Farrell	Bol1/22 NY11/24
11/4 Locksley—Robin	Bol2/11 NY12/12
11/6 Afr Lightning—Farrell	Bol2/12 NY12/14
11/19 A Steamer—Farrell	Bol2/22 NY12/24
12/2 Afr Crescent—Farrell	Bol/5 NY1/7

Victoria

10/13 Cabo Sao Roque—Lloyd	N010/28 Ho1/2
10/16 Del Oro—Delta	Ho10/27 N010/29
10/22 Guanabara—Lloyd	N011/9 Ho1/15
10/28 Cabo Santa Marta—Lloyd	N011/12 Ho1/16
11/4 Del Valle—Delta	N011/19 Ho1/23
11/13 Loide Chile—Lloyd	N011/27 Ho1/21
11/18 Del Rio—Delta	N011/28 Ho1/22
11/28 Turicu—Lloyd	N012/14 Ho12/18
12/2 Del Sol—Delta	N012/12 Ho12/16
12/16 Del Oro—Delta	N012/26 Ho12/30

TEA BERTHS

Calcutta

10/10 Steel Age—Isthmian	N010/16
10/21 Explorer—Am-Exp	Bol2/1 NY12/3 Pal2/6 HR12/8 Chsn12/12 Bal2/16
12/21 Steel Architect—Isthmian	NY11/27 N012/6
11/8 Jalakrishna—Scindia	Bol2/8 NY12/9 N012/21
11/9 Exchequer—Am-Exp	Bol2/14 NY12/16 Pal2/20 HR12/22 Chsn12/27 Bal2/31
11/10 Steel Scientist—Isthmian	N012/16
11/21 Steel Surveyor—Isthmian	NY12/27 N01/15
12/10 Steel Vendor—Isthmian	N01/17
12/21 Steel Maker—Isthmian	NY1/28 N02/6

Cochin

10/15 City of Singapore—Ell-Buck	M11/11
10/16 Jalakirti—Scindia	Bol1/8 NY11/9 N011/21
10/17 Steel Flyer—Isthmian	Bol1/11 NY11/12
10/18 Exminster—Am-Exp	Bol1/13 NY11/15 Pal1/18 HR11/20 Chsn11/24 Bal1/28
10/20 Arthur—Am-Pres	NY11/22 Bol1/30 Pal2/2 Bal2/3 HR12/5
11/2 Explorer—Am-Exp	Bol2/1 NY12/3 Pal2/6 HR12/8 Chsn12/12 Bal2/16

11/3 Hoegh Silverstream—Kerr

11/4 Coolidge—Am-Pres
11/4 Badger State—Isthmian
11/10 Anna—Maersk
11/14 Polk—Am-Pres
11/16 Jalakrishna—Scindia
11/18 Exchequer—Am-Exp

11/21 Steel Advocate—Isthmian
12/3 Hoegh Drake—Kerr

12/4 Steel Executive—Isthmian
12/16 Steel King—Isthmian
12/30 Steel Voyager—Isthmian
1/3 Hoegh Silverwave—Kerr

Hall/30 Bol2/2 NY12/4 Pal2/7 Bal2/6
N12/9 Ho12/16

NY12/8 Bol2/14 Pal2/16 Bal2/17 HR12/19
Bol1/29 NY12/1
NY12/7
NY12/23 Bol2/26 Pal2/29 HR12/30
Bol2/8 NY12/9 N012/21
Bol2/14 NY12/16 Pal2/20 HR12/22
Chsn12/27 Bal2/31

Bol2/16 NY12/18
Hal2/30 Bol/2 NY1/4 Pal/7 Bal/8 N11/9
Ho1/16 N01/17

Bol2/27 NY12/29
Bol/12 NY1/13
Bol/25 NY1/27
Hal/30 Bol2/2 NY2/4 Pal2/7 Ba2/8 N12/9
Ho2/16 N02/17

Colombo

10/12 Lica—Maersk	Hall/7 NY11/10 M11/24
10/13 Jalakirti—Scindia	Bol1/8 NY11/9 N011/21
10/13 City of Singapore—Ell-Buck	M11/11
10/14 Steel Age—Isthmian	N010/16
10/15 Steel Flyer—Isthmian	Bol1/11 NY11/12
10/18 City of Hereford—Ell-Buck	Bol1/14 NY11/17 Pal1/20 N11/22 Bal1/26
10/18 Arthur—Am-Pres	NY11/2 Bol1/30 Pal2/2 Bal2/3 HR12/5
10/19 Laura—Maersk	Hall/14 NY11/17
10/30 Explorer—Am-Exp	Bol2/1 NY12/3 Pal2/6 HR12/8 Chsn12/12 Bal2/16

10/31 Steel Architect—Isthmian	NY11/27 N012/6
11/2 Badger State—Isthmian	Bol1/29 NY12/1
11/2 Coolidge—Am-Pres	NY12/8 Bol2/14 Pal2/16 Bal2/17 HR12/19
11/7 Anna—Maersk	Hal2/4 NY12/7
11/13 Jalakrishna—Scindia	Bol2/8 NY12/9 N012/21
11/15 Steel Scientist—Isthmian	N012/16
11/19 Steel Advocate—Isthmian	Bol2/16 NY12/18
11/27 Hulda—Maersk	Hal2/24 NY12/27
12/2 Steel Surveyor—Isthmian	NY12/27 N01/15
12/2 Steel Executive—Isthmian	Bol2/27 NY12/29
12/8 Luna—Maersk	Hal/2 NY1/5
12/14 Steel King—Isthmian	Bol/12 NY1/13
12/15 Steel Vendor—Isthmian	N01/17
12/28 Steel Voyager—Isthmian	Bol/25 NY1/27
1/2 Steel Maker—Isthmian	NY1/28 N02/6

Dar es Salaam


10/22 Afr Planet—Farrell	Bol1/22 NY11/24
11/8 Afr Lightning—Farrell	Bol2/12 NY12/14
11/21 A Steamer—Farrell	Bol2/22 NY12/24
12/4 Afr Crescent—Farrell	Bol/5 NY1/7

Djakarta

10/12 Badger State—Isthmian	Bol1/29 NY12/1
10/16 Anna—Maersk	Hal2/4 NY12/7
10/21 Pierce—Am-Pres	NY12/10 Pal2/16 Bal2/17 Bol2/20 HR12/26
10/31 Van Buren—Am-Pres	NY12/26 Pal2/31 Bal/1 Bol/4 HR1/9
11/2 Steel Advocate—Isthmian	Bol2/16 NY12/18
11/2 Hulda—Maersk	Hal2/24 NY12/27
11/12 Steel Advocate—Isthmian	Bol2/27 NY12/29
11/16 Luna—Maersk	Hal/2 NY1/5
11/26 Steel King—Isthmian	Bol/12 NY1/13
12/6 Steel Voyager—Isthmian	Bol/25 NY1/27

Djibouti

10/19 Steel Age—Isthmian	N010/16
10/23 Exminster—Am-Exp	Bol1/13 NY11/15 Pal1/18 HR11/20 Chsn11/24 Bal1/28
10/24 Steel Flyer—Isthmian	Bol1/11 NY11/12
11/7 Steel Architect—Isthmian	NY11/27 N012/6
11/8 Explorer—Am-Exp	Bol2/1 NY12/3 Pal2/6 HR12/8 Chsn12/12 Bal2/16
11/12 Badger State—Isthmian	Bol1/29 NY12/1
11/20 Steel Scientist—Isthmian	N012/16
11/23 Exchequer—Am-Exp	Bol2/14 NY12/16 Pal2/20 HR12/22 Chsn12/27 Bal2/31
12/8 Steel Surveyor—Isthmian	NY12/27 N01/12
12/9 Steel Executive—Isthmian	Bol2/27 NY12/29
12/21 Steel Vendor—Isthmian	N01/17
12/24 Steel King—Isthmian	Bol/12 NY1/13
1/6 Steel Voyager—Isthmian	Bol/25 NY1/27
1/8 Steel Maker—Isthmian	NY1/28 N02/6

<p>OVER TWENTY-FIVE YEARS OF CONTINUOUS DEPENDABLE SERVICE TO THE COFFEE TRADE</p>	 <p>IVARAN Lines</p> <p>AGENCIA de VAPORES GRIEG S/A</p> <p>Rio de Janeiro Praça Maua 7</p> <p>Santos Praça da Republica, 46</p>	<p>STOCKARD SHIPPING COMPANY INC.</p> <p>ORIGINAL AGENTS 17 BATTERY PLACE NEW YORK 4, N.Y. WINDMILL 3-2348</p>
---	--	---

Tea Berths (Continued)

HONG KONG

10/13 Hoover—Am-Pres	SF11/2
10/15 Muse—Pioneer	NY11/17 Ball/21
10/18 Oregon Maru—K Line	SF11/12 NY11/25
10/20 Maren—Maersk	LA11/12 NY11/27
10/23 Cleveland—Am-Pres	SF11/10 LA11/14
10/25 Jefferson—Am-Pres	SF11/25 NY12/11
11/5 Rita—Maersk	SF11/25 LA11/26 NY12/10
11/9 Colorado Maru—K Line	SF12/4 LA12/9
11/16 Wilson—Am-Pres	SF12/12 NY12/25
11/18 Montana Maru—K Line	LA12/11 NY12/26
11/20 Effie—Maersk	NY11/25 Pa11/30 Ba12/1 Bo12/4 HR12/9
11/23 Van Buren—Am-Pres	NY12/26 Pa12/31 Ba1/1 Bo1/4 HR1/9
12/5 Chastine—Maersk	SF12/26 NY1/12
12/18 Nevada Maru—K Line	SF1/9 NY1/22
12/20 Johannes—Maersk	LA1/12 NY1/27

Kobe

10/11 Minx—Pioneer	NY11/5 Ball/9
10/11 Susan—Maersk	LA11/12 NY11/27
10/16 Johnson—Am-Pres	SF11/1 LA11/4 SD11/10
10/17 Ming—Pioneer	NY11/11 Ball/15
10/18 Buchanan—Am-Pres	LA11/1 SF11/7
10/18 Hoover—Am-Pres	SF11/2
10/20 Muse—Pioneer	NY11/17 Ball/21
10/26 Maren—Maersk	LA11/12 NY11/27
10/27 Lincoln—Am-Pres	SF11/9 LA11/12 SD11/18
10/27 Cleveland—Am-Pres	SF11/10 LA11/14
10/27 Oregon Maru—K Line	SF11/12 NY11/25
11/3 Kiyokawa—K Line	LA11/20 N012/5 Mo12/6 Mo12/17 Ga12/29
11/10 Taylor—Am-Pres	SF11/24 LA11/27 SD12/3
11/11 Rita—Maersk	SF11/25 NY12/11
11/20 Wilson—Am-Pres	SF12/4 LA12/9
11/24 Tyler—Am-Pres	SF12/8 LA12/11 SD12/16
11/26 Effie—Maersk	LA12/11 NY12/26
11/27 Montana Maru—K Line	SF12/12 NY12/25
12/11 Chastine—Maersk	SF12/26 NY1/12
12/26 Johannes—Maersk	LA1/12 NY1/27
12/26 Nevada Maru—K Line	SF1/9 NY1/22

Matadi

10/20 Afr Glade—Farrell	NY11/13
11/27 Afr Dawn—Farrell	NY12/21

Mombasa

10/13 Afr Planet—Farrell	Bo11/22 NY11/24
10/31 Afr Lightning—Farrell	Bo12/12 NY12/14
11/13 A Steamer—Farrell	Bo12/22 NY12/24
11/26 Afr Crescent—Farrell	Bo1/5 NY1/7

Nagoya

10/12 Minx—Pioneer	NY11/5 Ball/9
10/12 Susan—Maersk	SF10/25 NY11/11
10/17 Johnson—Am-Pres	SF11/1 LA11/4 SD11/10
10/18 Ming—Pioneer	NY11/11 Ball/15
10/19 Buchanan—Am-Pres	LA11/1 SF11/7
10/24 Ming—Pioneer	NY11/17 Ball/21
10/27 Maren—Maersk	LA11/12 NY11/27
10/28 Lincoln—Am-Pres	SF11/9 LA11/12 SD11/18
10/28 Oregon Maru—K Line	SF11/12 NY11/25
11/5 Kiyokawa—K Line	LA11/20 N012/4 Mo12/17 Ga12/29
11/11 Taylor—Am-Pres	SF11/24 LA11/27 SD12/3
11/12 Rita—Maersk	SF11/25 NY12/11
11/25 Tyler—Am-Pres	SF12/8 LA12/11 SD12/16
11/27 Effie—Maersk	LA12/11 NY12/26

11/28 Montana Maru—K Line	SF12/12 NY12/25
12/12 Chastine—Maersk	SF12/26 NY1/12
12/27 Johannes—Maersk	LA1/12 NY1/27
12/27 Nevada Maru—K Line	SF1/9 NY1/22

Shimizu

10/13 Susan—Maersk	SF10/25 NY11/11
10/13 Minx—Pioneer	NY11/5 Ball/9
10/18 Johnson—Am-Pres	SF11/1 LA11/4 SD11/10
10/19 Ming—Pioneer	NY11/11 Ball/15
10/20 Buchanan—Am-Pres	LA11/1 SF11/7
10/25 Muse—Pioneer	NY11/17 Ball/21
10/28 Maren—Maersk	LA11/12 NY11/27
10/29 Oregon Maru—K Line	SF11/12 NY11/25
10/29 Lincoln—Am-Pres	SF11/9 LA11/12 SD11/18
11/6 Kiyokawa Maru—K Line	LA11/20 N012/4 Mo12/6 Mo12/17 Ga12/29
11/12 Taylor—Am-Pres	SF11/24 LA11/27 SD12/3
11/26 Tyler—Am-Pres	SF12/8 LA12/11 SD12/16
11/28 Effie—Maersk	LA12/11 NY12/26
11/29 Montana Maru—K Line	SF12/12 NY12/25
12/13 Chastine—Maersk	SF12/26 NY1/12
12/28 Johannes—Maersk	LA1/12 NY1/27
12/28 Nevada Maru—K Line	SF1/9 NY1/22

Tanga

10/20 Afr Planet—Farrell	Bo11/22 NY11/24
11/6 Afr Lightning—Farrell	Bo12/12 NY12/14
11/19 A Steamer—Farrell	Bo12/22 NY12/24
12/2 Afr Crescent—Farrell	Bo1/5 NY1/7

Trincomalee

10/12 Jalakirti—Scindia	Bo11/8 NY11/9 N011/21
11/12 Jalakrishna—Scindia	Bo12/8 NY12/9 N012/21

Yokohama

10/14 Minx—Pioneer	NY11/5 Ball/9
10/15 Susan—Maersk	SF10/25 NY11/11
10/19 Hoover—Am-Pres	SF11/2
10/20 Johnson—Am-Pres	SF11/1 LA11/4 SD11/10
10/21 Ming—Pioneer	NY11/11 Ball/15
10/22 Buchanan—Am-Pres	LA11/1 SF11/7
10/27 Muse—Pioneer	NY11/17 Ball/21
10/29 Cleveland—Am-Pres	SF11/10 LA11/14
10/31 Lincoln—Am-Pres	SF11/9 LA11/12 SD11/18
10/31 Maren—Maersk	LA11/12 NY11/27
11/2 Oregon Maru—K Line	SF11/12 NY11/25
11/7 Kiyokawa Maru—K Line	LA11/20 N012/4 Mo12/6 Mo12/17 Ga12/29
11/14 Taylor—Am-Pres	SF11/24 LA11/27 SD12/3
11/15 Rita—Maersk	SF11/25 NY12/11
11/22 Wilson—Am-Pres	SF12/4 LA12/9
11/28 Tyler—Am-Pres	SF12/8 LA12/11 SD12/16
11/30 Effie—Maersk	LA12/11 NY12/26
12/2 Montana Maru—K Line	SF12/12 NY12/25
12/15 Chastine—Maersk	SF12/26 NY1/12
12/31 Johannes—Maersk	LA1/12 NY1/27
12/31 Nevada Maru—K Line	SF1/9 NY1/22

Shipping News — Safmarine

South African Marine Corporation (N. Y.) has opened a branch office at 327 South La Salle Street, Chicago 4, Ill., to serve shippers in the midwest area in sales and traffic matters. South African Marine operates a fortnightly service from Gulf and Atlantic ports to South and East Africa.



USEGO

**Importers, Roasters and
Distributors of Quality Coffees**

**Union Swiss
Purchasing Association**

Olten - Switzerland

**Manufacturers and Exporters
of Soluble Coffee**

Ten Nominated To NAMA Board

Ten vending executives have accepted nomination to serve on the Board of Directors of National Automatic Merchandising Association, according to Carl Millman, chairman of the 1961 Nominating Committee.

Millman pointed out that the proposed 21 member 1962 Board would represent all segments of the industry and include eight independent operating companies, seven national and regional operating companies, four manufacturing companies, one service company and one allied-member company.

"In proposing independent operators, the geographic location of both the hold-over directors and the nominees were taken into consideration by the Nominating Committee to assure representation from various parts of the country," Millman said.

Shipping News — Belgian Line

The Chairman of the Board of Compagnie Maritime Belge, S.A. (Belgian Line) and Mrs. Andre de Spirlet, gave a Cocktail Party at the St. Regis Hotel on Tuesday, October 10th, for members of the Belgian and American diplomatic corps of Washington and New York and the United Nations. Amongst those who attended were the Belgian Ambassador to the United States, Mr. R. Scheyven the Luxemburg Minister to the United Nations, Mr. Steinmetz and Mrs. Steinmetz, the Minister Plenipotentiary of Belgium and Mrs. C. Van Bellingen, Mr. & Mrs. David Guyer and Mr. Richard Elms of the United Nations, Mr. Theodore Shotkey of the U. S. Mission to the United Nations.

In addition, the prominent members of the Belgian Colony in New York were present and also those from the commercial firms who have been associated with the Belgian Line in the United States. Amongst those who attended from this group were Mr. & Mrs. D. Leroy du Vivier, Mr. Henri Verhaegen, Rear Admiral & Mrs. Hull, Admiral & Mrs. Frederick Herter, Mr. Marius Van Mekensteijen, etc.

Mr. & Mrs. Andre de Spirlet have been visiting in Vancouver, Canada and San Francisco. They are sailing from New York on the S.S. UNITED STATES on October 11th for Le Havre.

Shipping News — Grace Line

The Grace Line has successfully concluded contracts with all seagoing personnel covering a three year period.

With the signing of these contracts, the Grace Line looks forward to providing their shippers with uninterrupted service and the development of its long range planning program with its fast weekly American Flag vessels to the Caribbean, Panama, Venezuela and West Coast South America.

Shipping News — American Export Lines

American Export Lines announced that they have reached agreement with the unions representing all personnel on their ships and anticipate no further disruptions in service, regardless of the outcome of the

present Taft-Hartley Maritime Injunction. ALL AMERICAN EXPORT SHIPS will sail as scheduled.

Shipping News — Brodin Line

Effective on or about November 2, 1961, the BRODIN LINE which services the coffee trade between Brazil and East Coast ports of the United States and Canada, will berth all vessels in New York at the new Port of New York Authority Pier #8 in Brooklyn. The M.S. "ITAJAI" due to arrive New York about November 2, 1961, is expected to be the first BRODIN LINE vessel to use the new terminal.

New Pier 8, situated at the foot of Congress Street in Brooklyn, will have facilities to handle 75 trucks at a time. The Pier Superintendent is Mr. J. McLeer, and the Delivery Clerk for coffee will be Mr. John McCormick. Terminal operations will be carried on under the direct supervision of A. L. BURBANK & COMPANY, LTD., general agents for BRODIN LINE.

Shipping News — Delta Line

Delta Line (Mississippi Shipping Co., Inc.) has named Charles T. Davis a senior vice-president and treasurer of the company, and elected F. Leslie de la Houssaye a vice-president.

Promotion of the two executives, effective immediately, was announced by Capt. J. W. Clark, president of Delta Line.

Davis joined Delta Line in 1928 as chief accountant. He has served the company as auditor, assistant secretary, assistant treasurer, secretary, and a vice-president.

As treasurer, he succeeds George H. Ireland, who is retiring after 35 years with the company.

A native of Natchez, Miss., Davis was educated at George Washington University in Washington, D.C.

De la Houssaye was named assistant to the president of Delta Line in 1960. He will continue to serve in that position.

He was an economist for the company from 1940 to 1960, with the exception of the years 1944-47 when he served as U. S. Consul in Tananarive, Madagascar.

He holds bachelor degrees in Geology and Business Administration and a Masters Degree in International Economics for Louisiana State University.

He is a native of Arnaudville, La.

Shipping News — Moore-McCormack

William T. Moore, President, Moore-McCormack Lines, today announced that invitations to bid on from one to six fast cargo ships have been approved by the Maritime Subsidy Board.

The new ships will have a speed of 21 knots which should make them the fastest cargo ships in the world. They include several of the most recent innovations in cargo gear and hatch arrangements adopted for use by some of the newest U. S. Flag freighters. They are the fifth group of ships to be ordered in the company's long range replacement program which totals 45 ships at an estimated total cost of 489 million dollars. Nine ships (including two passenger ships and seven cargo ships) have already been delivered and one is under construction.

Regional Trade Notes

New York News

Charles A. Kolb, a former vice president of General Foods Corporation, died Wednesday, October 4, in St. Agnes Hospital here after a short illness. He was 66 years old.

One of the country's leading authorities in the grocery business, Mr. Kolb had been with General Foods since 1922 and at the time of his retirement last year was vice president—trade services. Since then, he had been a consultant to several food companies, including General Foods, specializing in the areas of sales and trade relations.

■ ■ Chock Full O' Nuts Corporation announced today that it is undertaking its widest sales expansion for its instant coffee this week.

The company said it is now extending the marketing areas of its own brand of instant coffee to encompass the entire 17 states in which Chock Full O' Nuts regular coffee is sold. Earlier this year, it introduced its instant coffee in Metropolitan New York and New England.

The company's sales territories extend along the East Coast and into the Midwest.

The company's instant coffee is reportedly the only one that is vacuum-packed.

■ ■ Mr. Floriano Pecanha dos Santos, Director of Marcellino Martins Filho Exportadora S.A., Rio, Brazil, and a delegate to the International Coffee Agreement, made his headquarters for a week with his agents, Arnold, Dorr & Co., Inc. after completing his business in Washington, D.C.

Chicago News

■ ■ Current green coffee orderings, while picking up slightly, are a disappointment to brokers here. An abundance of old and new coffees is making buyers reluctant to show their hands. Arrival of the new Brazilian crops is merely adding to already heavy inventories, with few purchasers worried about spot or long term purchasing. They can pretty well take their pick of the market without any fear of not finding a source ready to fill their order.

■ ■ Coffee shipments through the St. Lawrence Seaway system has slumped below year ago figures, though specifics are not available. Slowness in schedulings and unloads, inexperience in unloading at dock side, and the slowness with which customs officials clear cargoes are some of the factors which sources here believe have contributed to the decline of all-water coffee transportation this year.

Most coffee continues to arrive in this metropolitan area by truck from New York port facilities. Although piggy backing is being offered by several Eastern railroads serving the midwest, coffee factors here still prefer the speed and comparatively lesser transportation costs of trailer trucks.

Despite the drop in coffee shipments, Chicago is still rated as the fourth most important water entry port for this commodity. New York is the leader. New Orleans is second, followed by San Francisco. Which isn't any basic shift from port-of-entry lineups for the past few years.

While ordering and billing volumes are below 1960 levels, payments are running at a good level, however. Ready cash position of buyers is said to be strong, and their prompt payments bear this out.

■ ■ Walter Katzhoff, a co-founder of Superior Tea & Coffee Co., was hosted to a 75th birthday party in the fashionable Columbia Yacht Club. About 150 friends joined the Katzhoff family in the celebration. Superior was founded in 1908.

■ ■ The Kroger Co., third largest supermarket chain in the country, has slimmed its retail coffee prices.

The Chicago Division of the company set new price levels here on private label and a national brand product. Here's the lineup: Private label Spotlite coffee is 55 cents for the one pound bag and \$1.59 for the three pounder. Private label French brand coffee is 61 cents for the one pound bag and Hills Bros. coffee is \$1.25 for the two pound can. The price drop on the two private label items amounted to 2 cents on the Spotlite and 4 cents on the French. The changes were made throughout the entire chain.

■ ■ A&P, the country's largest supermarket chain, has introduced a new size of its private label A&P coffee. The new unit is a two pound can of ground coffee, introductory priced at \$1.29. The chain also has a one pound size of A&P coffee. This is the only ground coffee in private label which A&P carries. It has three other bean coffees in varying bag sizes. The labels are Bokar, Red Circle and Eight O'Clock.

■ ■ Stewart's Private Blend Coffee is running a 15 cents-off "get acquainted" offer on the purchase of a one pound can of its ground coffee or a jar of its instant coffee. The company was promoting the offer via newspaper coupons. The effort was a week long promotion.

■ ■ Tender Leaf Tea is running a promotion on a 13 ounce ice cooler via shelf coupons in supermarkets here. The company is offering a cooler valued at \$4.95 for \$2.50 plus the label from any jar of instant Tender Leaf Tea. The promotion is good through March 31, 1962.

■ ■ On the retail front, Fall coffee promotions are moving into high gear. The hottest price thus far is a promotion by Pick-N-Save of a two pound can of Butternut-Thomas J. Webb coffee for 79 cents with a \$5 purchase or more, excluding cigarettes or liquor. The eight unit supermarket chain bills the deal as a bonus value.

About the hottest straight price is 99 cents for two pounds of its private label Harvest Queen coffee by Red Owl stores. The chain is balancing the deal by promoting the two pound can of Hills Bros. coffee for \$1.09.

Del Farm Food Stores, a subsidiary of National Tea Co., is offering a two pound can of Maxwell House coffee for 98 cents, with the purchase of \$5 or more in merchandise. The deal includes a 12 cents-off offer by Maxwell House. Price without the \$5 purchase is \$1.19.

■ ■ Other supermarket sale coffee prices range from a low of \$1.09 for two pound cans of national brand merchandise to a high of \$1.15 for a two pounder.

■ ■ Certified Grocers of Illinois, second largest retailer-owned cooperative in the nation, was mixing coffee and tea in its promotional merchandising.

Certified offered two pound cans of Chase & Sanborn and Folger's coffee, each product having a 15 cents-off label, for \$1.15. The same size of Thomas J. Webb coffee, with a 20 cents-off label, sold for \$1.15. The 10 ounce jar of Hills Bros. instant coffee, with a 30 cents-off label, was selling for \$1.25. Lipton Tea in the half-pound package was priced at 79 cents, in the 48 count tea bag package at 59 cents, and Lipton instant tea in the three ounce par was ticketed at 79 cents. Country's Delight instant coffee, Certified's private label product, was moving at 59 cents for the six ounce jar size.

San Francisco News

■ ■ Harvey L. Sorensen, well known San Francisco wholesale grocery executive and nationally known sportsman-conservationist, died at the University of California Hospital in San Francisco on September 11th. He was 81 at the time of his death. His death ended more than 43 years as secretary-manager of United Grocers, Ltd, a multi-million dollar San Francisco wholesale firm. He helped found Ducks Unlimited, Inc., a national organization dedicated to game-duck conservation, in 1937 and served as its California trustee continuously thereafter.

■ ■ Combining business with pleasure in the Pacific Northwest were Mr. & Mrs. Bill Hughes, Haas Bros.; Harold King and son Bob, Harold L. King Co.; and Bob Quinlan, B. C. Ireland Inc.

■ ■ Tom Barrett, S. F. Pellas & Co. has just returned from a month's business trip to Brazil and Central America.

San Francisco News (cont.)

■ ■ West coast dockers fund pact cleared by tax ruling: The U. S. Internal Revenue Service ruled the \$30 million shipowners will pay to longshoremen for giving up old work rules is deductible as a business expense. That decision removed one of the last big blocks to the much publicized "mechanization fund" pact between Maritime Association and the International Longshoremen's and Warehousemen's Union.

It means the longshoremen on the West Coast should soon be getting payments under the six-year agreement. The "mechanization and modernization fund" was negotiated in October, 1960. Shipowners, said they would pay \$5 million a year into the fund, but only if the Government ruled the money deductible.

Payments to longshoremen were to have started about July 1 for such benefits as a guaranteed minimum weekly wage, severance pay for early retirement, and higher death and disability payments.

Under the agreement, the longshoremen obtained certain "work rules" that gave them more jobs on the docks, and opened the way for mechanized cargo handling. A few changes have been made already. One of the biggest is yet to come: discontinuance of "double handling" cargo from one pallet board to another.

■ ■ Kerr Steamship Co., Inc. has been named Pacific Coast agent for the newly formed Philippine flag Magsaysay Line. The line, named for the famous Philippine president Ramon Magsaysay, inaugurated its conference service from the Atlantic and Gulf in mid-September. California ports are being serviced in mid-October. In addition to Philippine ports the line serves Hong Kong, Formosa and South Korea.

■ ■ The California Association of Port Authorities, at their annual meeting held in Long Beach in September, increased the charges for vessel pier space by one-third effective November 1, 1961. This new dockage rate would raise the daily "parking" fee for an average freighter from \$47 to \$64. The rate increase, which is subject to ratification by the governing bodies of the individual ports including San Francisco, will raise an additional \$525,000 a year to help defray port operational expense, according to association president, Charles L. Vickers. The association chose Rae Watts, San Francisco port director, to head the group in 1961-62.

■ ■ Mr. Jesus Lopez and family from Medellin, Colombia were San Francisco vacationers during September. Mr. Lopez is a partner of J. M. Lopez & Co. of Medellin whose West Coast representative is B. C. Ireland, Inc.

■ ■ Mrs. Marie Spillane and Jim Mahoney, Jr. have announced they will continue to operate the business of G. S. Haly Co. left by the late Ed Spillane. The Haly Co. is one of the oldest tea importing and brokerage houses in San Francisco.

■ ■ Bob Quinlan, B. C. Ireland, Inc., flew to Hawaii in September to speak before the Farmers Coffee Cooperative, growers of Kona coffee. Bob reports the Kona crop should be the best in several years.

■ ■ Henry W. Drath, vice president in charge of the Bank of America's Latin-American-Canada division, was appointed to a new "Citizens Panel" for President Kennedy's Alliance for Progress Program. The panel is made up of industrialists, educators, financiers and communications specialists, according to motion picture star John Gavin, a special adviser to Secretary General Jose Mora of the Organization of American States. Mr. Drath is an old friend to Coffee & Tea Industries having authored several articles in recent years.

■ ■ Schilling Division of McCormick & Co. has introduced Beef Stew Seasoning to its growing line of convenience foil pack items. Packaged in colorful display packs and cartons the product has national and local advertising to support the sales movement.

■ ■ Returning to "Bagdad by the Bay" after a six week sojourn in Brazil is Norman Johnson of E. A. Johnson & Co.

■ ■ James Montgomery, Leon Israel, Brazil was a bay area visitor during September. Jim spent the greater part of his vacation visiting his mother in San Jose, but also found time to visit old friends in the trade.

■ ■ Ed Wilson of Wilson and Bonilla, San Salvador was a September visitor to California St. While in San Francisco he made his headquarters with E. A. Johnson & Co.

■ ■ Steve Gluck, Otis McAllister, is away on an extended business trip to parts of Europe, and we understand Steve expects to fly into Africa after he leaves Europe.

■ ■ The San Francisco Coffee Club held their fall coffee outing at the California Country Club down the peninsula on September 29th. Perfect autumn weather was in store for the large contingent of famous coffee golfers and the allied trade. Capturing low gross honors with 89 was R. A. "Dick" Sutherland, new comer to the west coast golfing ranks. Low net with a sparsely 25 went to Bert Fullmer followed by Vern Aldrich and Bob Pacoto. Don Haslett posted a low gross 76 to top the guest prize.

Door prizes were won by Ernest Kahl, Dick Gitzgerald and Ted Burton.

Hi-liting the evenings entertainment was a 20 year old movie film starring masters of the west coffee trade. Directed and produced by J. Clarence Levy the movie showed the inner-working techniques of a directors meeting at the old PCCA office. Starring as director was Jim Folger, assisted by the likes of Ed Johnson Sr., Andy Glover, Jack Duff, Ben Older and others. To the younger men in the present day coffee business the picture portrayed the kind of devilment known as "the good old days".

In charge of the days activities were John Walsh, Anderson Clayton & Co., and Roy Cuneo, MJB Co. who co-chaired the affair.

■ ■ The American Machine & Foundry Co. are promoting the AMF Coffee Filter which can be used over and over again for several months. The filter can be used in percolator or drip with baskets up to 4 inches in diameter. The filter is non-absorbent, odorless and can be easily

rinsed out after each using. AMF Coffee Filter is to be sold in grocery stores with a price tag of 39 cents (2-filters, 3 months supply).

■ ■ For the first time since 1958 the Port of San Francisco will have a full-time representative on the eastern seaboard as of last July 1st. Joseph M. McAvoy has been named to the post, with offices at 29 Broadway. The San Francisco Port Authority established the office on the recommendation of Port Director Rae F. Watts and trade promotion manager Charles I. Hughes.

■ ■ Mr. Jack Rosenberg of Compania Cafetera de Manizales was a business visitor to the offices of Leon Israel Bros. during September.

New Orleans News

■ ■ Among the outstanding speakers scheduled for the fall meeting of the Southern Coffee Roasters Association at the Royal Orleans Hotel on October 27 were Jack Durlans, chairman of the National Coffee Association, the Honorable Delesseps S. Morrison, former mayor of New Orleans and now ambassador to the Organization of American States and William Lott, representing the Federal Trade Commission. Presiding at the sessions were L. W. Oehmig, Fleetwood Coffee Co., Chatanooga, president of the roasters group. Also scheduled were several parties and a closing "brunch" on October 28. Many attending the convention were expected to extend their stay in New Orleans to attend the Tulane-Georgia Tech football game.

■ ■ The New Orleans Green Coffee Association held their annual fall outing at the Lakewood Country Club recently with Austin O'Brien of Bryne, Delay & Co. serving as entertainment chairman. Winners in the golf tournament were Dick Villemann of J. Aron & Co., first place; George Westfeldt, Jr. of Westfeldt Bros., second. Top honors in the gin rummy tournament were won by Bob Deas of Volkart Bros., Inc. with Dick McCrocklin of the Board of Trade in second place. George Gernon was prize chairman.

■ ■ Captain J. W. Clark, president of the Mississippi Shipping Co., was appointed recently by Mayor Victor H. Schiro to head an eight-man committee to co-ordinate planning for the proposed new International Trade Mart. The proposed project to be erected in Eads Plaza at the foot of Canal street will include an office tower and exhibit hall aimed at stimulating trade and convention business in New Orleans.

■ ■ Emergence of Peru as a major coffee producing nation is predicted by some trade observers locally. Gulf ports in recent months have received a greater number of shipments from that country than ever before, topped by a recent 600 ton delivery of Peruvian coffee to Houston on the Gulf Banker of the Gulf and South American Lines.

■ ■ Lawrence C. Gayle has been appointed director of labor relations and chairman of the labor committee for the New Orleans Steamship Association. He succeeds James P. Blaisdell, who will continue as vice president and counsel in labor relations.

■ ■ Several visitors were calling on the trade along "coffee row" in the weeks just past. Michael Hassel, of Michael Hassel & Co., New York, made Buckley and Forstall's office his local headquarters during a brief visit. Another New York coffee man, Elmer Livaudais visited the local office of his firm Byrne, Delay and Company. A former Orleanian, Mr. Livaudais renewed many old friendships among the local coffee trade with which he was associated for so long. A visitor at Volkart Bros., Inc. was Leo Allen, coffeeman from the Dominican Republic, who recently completed a tour of Central America and visited the Crescent City en route to New York.

■ ■ Popularity of bowling among young coffeemen and the difficulty of arranging schedules for a group larger than ever this year led to the formation of two leagues. A three way team tie for first place between W. H. Kunz & Co., Kentucky Warehouse and J. Aron & Co. 2 team was recorded in early October by the Green Coffee League. Buckley and Forstall team led in the 3 game series and the highest single game. League president Tom Buckley held the lead in both the individual three game and single game classifications. In the handicap groups, Kunz team held high in the single game; Joe Daly of J. Aron, high individual game; Fleuriet Coffee Service, high team 3 game series; and Felix Fonte of Buckley and Forstall, high individual 3 games. The newly formed Coffee League, with Ed Bent as president, consists of the teams from Dupuy Storage and Forwarding, Delta Line, Volkart Bros., Inc., Leon Israel & Co., Westfeldt Bros. and Biehl & Co.

■ ■ The nationwide two cent per pound reduction of roasted coffee prices was noted in local grocery advertising the first week in October. The Atlantic & Pacific Tea Co. announced price cuts on all their brands early in the week, while other brands were offered at lowered prices in the regular Thursday food ads.

■ ■ Luziane Coffee, created quite a bit of interest with their full color ad running in both New Orleans papers and Baton Rouge. Headed "Ah-h-h Coffee" it pictures a painting of an attractive young woman sipping a steaming cup of the brew. Technique of the art work and copy, "Just what is good coffee", create a mood of warmth and friendliness for a "soft-sell" approach.

A point of the sale gimmick was used in various supermarkets recently by French Market Coffee Co., which had

girls in trim white uniforms offering either a free plastic freezer container, or a coupon good for a ten cent price reduction, with every pound of French Market purchased.

Coinciding with the first fall weather, the *New Orleans States Item* devoted their entire front page of the food section to the World of Coffee, featuring a large photograph and sketches along with recipes for exotic coffees and pastries to accompany them.

We Are Interested In Successful Premium Promotion Stories

PREMIUM SUGGESTION



A smartly designed, full 56" floor lamp that can be shipped by parcel post with the shade included is being marketed by Lords Lighting, Ltd., 10 East Kinzie St., Chicago, Illinois.

The lamp, in any of its four models, is shipped disassembled and packaged in a corrugated box that stays within the 72" overall parcel post limitations. The shipping weight is 13 pounds.

Because the lamp is completely pre-wired, it can be assembled without tools, ready for use in 3 to 5 minutes.

Models have 15" x 15" square or 15" round walnut, stain-resistant plastic tables mounted on the pole approximately 23" from the floor. The lamps are available in traditional, colonial, modern and contemporary designs.

"The fact that these lamps meet parcel post specifications makes them particularly attractive for premium, mail order, stamp redemption and other organizations where it is necessary to drop ship single units," said David Gish, executive vice president of Lords Lighting Ltd. "We are already getting a great deal of interest from companies who would like to give lamps as gifts but could never find a way to ship them," Gish continued.

These new lamps will be priced at retail from \$19.95 complete. Complete style, model and price information is available from Lords Lighting Ltd.

HAITI TAXES COFFEE EXPORTS FOR NEW DEVELOPMENT FUND

Haiti has reimposed an export tax of \$1 per bag on coffee which had been in abeyance since 1958. The proceeds, with other revenues, are to go to the newly-created Institute of Agricultural and Industrial Development, a credit agency for small enterprise.

The Inter-American Development Bank also is contributing to the Institute's resources through a \$3.5 million loan.

Recipes of the month . . .

SPICY TIDBITS

New England Clam Bisque

- 1/4 cup butter or margarine
- 3 tbs. flour
- 1 2/3 cup milk
- 2/3 cup light cream
- 1 pt. fresh clams
- 3/4 tsp. salt
- 1 tsp. onion salt
- 1/4 tsp. ground nutmeg
- 1/8 tsp. ground white pepper
- 1/16 tsp. garlic powder
- Parsley flakes

Melt butter or margarine in a saucepan. Remove from heat and blend in flour. Stir in milk and cream. Cook until of medium thickness. (*Do Not Boil.*) Remove necks from clams, put them through the food chopper using coarse blade and cook below boiling point, with remaining clams in their own juice 5 minutes or until tender. Just before serving add to the sauce. Stir in seasonings. If bisque thickens on standing, thin to desired thickness with a little hot water. Garnish with parsley flakes. Serve with pilot crackers.

YIELD: 6 servings.

Herbed French Dressing

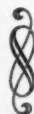
- 3 tsp. salt
- 1 tsp. oregano leaves
- 1 tsp. basil leaves
- 1 tsp. tarragon leaves
- 1 tsp. onion powder
- 1/2 tsp. sugar
- 1/2 tsp. garlic powder
- 1/2 tps. powdered mustard
- 1/8 tsp. ground black pepper
- 1 cup salad oil
- 1/4 cup cider-vinegar
- 5 tbs. lemon juice

Combine first 10 ingredients. Let stand at least 1 hour. Add vinegar and lemon juice. Beat well with a rotary beater. YIELD: 1 1/3 cups.

FAIRCHILD & BOLTE

GREEN COFFEE

AGENTS & BROKERS



Uniformity of Blends Guaranteed

REPRESENTING EXPORTERS OF

FINE BRAZILIAN COFFEE

MEMBERS OF: NATIONAL COFFEE ASSOCIATION
COFFEE AND SUGAR EXCHANGE
GREEN COFFEE ASSOC. OF N. Y.

120 WALL ST., N. Y., N. Y.

DIGBY 4-4224

NEW PRODUCTS . . .

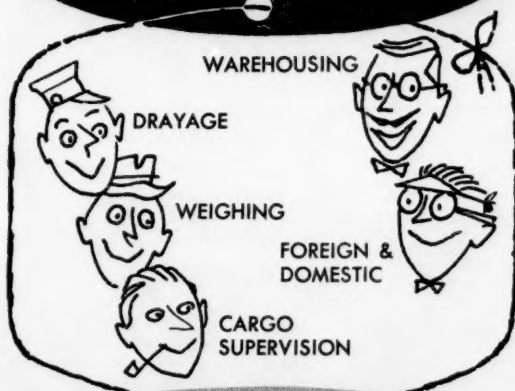
NEW COFFEE BAGS

Atlantic Coffee Bag Co. takes great pride in announcing their new line of "Lustra-Pak" Coffee Bags, offering the trade sixteen (16) different standard combinations of Papers, Films, Foils, and Laminations. The coffee roaster can now take full advantage of the tremendous shelf appeal and consumer acceptance of the protective qualities of Foils and Cellophanes. A new concept of bag making, printing, and production breakthroughs have been combined to offer minimum quantities with low cost to the coffee packer. Roasters looking for "something new" to perk up an old brand, or introduce a new one are invited to ask for the free sample kit on Atlantic's new Lustra-Pak line. Atlantic Coffee Bag Co., Inc., 222 Kosciusko St., Brooklyn 16, N. Y.

NEW PRODUCTS . . . NEW HOT TRANSFER LEAF PRINTER FOR MARKING INDELIBLE IMPRINTS ON POLYETHYLENE BAGS

A new hot transfer leaf printer which applies sharp, clear, indelible imprints on polyethylene bags has been introduced by Industrial Marking Equipment Co., Inc. The solenoid-controlled, air-operated unit uses heated metal type and a hot printing head to permanently transfer the thermoplastic die imprint from a roll of tape to the bag. The new leaf printer is available from Industrial Marking Equipment Co., Inc., 655 Berriman St., Brooklyn 8, N. Y.

GENERAL PORT AGENTS..



DUPUY STORAGE & FORWARDING CORP.

2601-39 DECATUR ST., NEW ORLEANS
7920 SO. COTTAGE GROVE AVE., CHICAGO

PAID 567



BOOK SHELF

Because of the continuing number of requests for technical books relating to the coffee, tea, and spice trades, "Coffee and Tea Industries" lists below publications, currently available, and ready for mailing.

"ADVANCES IN COFFEE PRODUCTION TECHNOLOGY". A summary of worldwide coffee research with chapters covering all phases of present day technological achievements in this field. Physiology, genetics, cytology of the coffee tree; mineral nutrition; mechanization of cultural operations; weed and insect control of plants; and factors relating to inherent qualities of green coffee are all covered in depth by experts in the field. A must for growers, shippers, importers, and roasters, as well as libraries and research organizations. **\$2.50**

"THE COFFEE-MAN'S MANUAL". A compendium of information on stateside operations of the coffee trade. Aroma tests, brewing grinds, flavor testing, roasting procedures, and laboratory equipment give a working knowledge of how to meet the problems of the coffeeman's day. **\$2.50**

"MANUFACTURING PROCESSES FOR SOLUBLE COFFEE". Methods and procedures necessary to a successful soluble coffee processing operation are described and detailed in this booklet written by experts in this area. **\$1.00**

"TEA". An excellent book containing descriptive accounts of the various stages of tea cultivation and manufacture, a discussion of fundamental agricultural and technological principles, which have relevance wherever tea cultivation is carried on. The author, Dr. T. Eden, was formerly with the Tea Research Institute of Ceylon. **\$7.25**

"A TREASURY OF SPICES". 200-page, hard cover book, including history, descriptions, and illustrations of major spices, trade statistics, etc. **\$4.50**

Copies of the books listed above mailed postpaid in U.S.A., on receipt of check, or money order. Foreign residents please remit 10 percent additional to cover mailing costs.

COFFEE AND TEA INDUSTRIES

106 Water Street

New York 5, N. Y.

Once again . . . YOURS for the asking

is a monthly "Reader Service" of Coffee & Tea Industries. The booklets listed on Page 24 of this issue contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

Classified Exchange

RATES

1/2"—\$4.00 1"—\$7.50 2"—\$11
3"—\$15 4"—\$18

Situations Wanted: 20¢ per word \$2 min.

EQUIPMENT FOR SALE

Complete Coffee Roasting and Grinding Plant Jabez Burns. Brand new condition—Government Surplus 300 lbs. per hour. Fraction of cost. Your inquiries solicited.

OLDFIELD EQUIPMENT COMPANY

430 West Seymour Ave.
Cincinnati 16, Ohio

WANTED EXPERIENCED COFFEE TESTER

Large, independent roaster in Mid-West needs experienced assistant to coffee buyers. Must be experienced in cup-testing, roasting quality control, record maintenance and contract follow-through. Will also supervise roasting and grinding. A career opportunity with outstanding potential in a well-established, respected and growing firm.

**Send Full Details,
Including Salary Requirements to**

BOX 20

Coffee & Tea Industries

Index to Advertisers

Page	Page
American Coffee Corp. 25	Johnson and Co., E. A. 31
American East India Corp., The 27	Junta de Exportacao do CafeCover
Aron & Co., Inc., J. 1	
	Kontos & Co., C. T. 31
Balzac Brothers & Co., Inc. . 31	
Bickford and Co., C. E. .Cover	Lipton, Inc., Thomas J. 19
Bloomfield Industries, Inc. . 12	
Brazilian Coffee Institute ..8, 9	Edward P. Mc Cauley & Co., Inc. 31
Burns and Sons, Jabez22, 23	Mississippi Shipping Co., Inc. 34
	Moller Steamship Co., Inc. . 33
Cecilware-Commodore Products Corp. 3	Moore-McCormack Lines, Inc. 36
Columbus Line Inc. 36	
Compania Salvadorena De Cafe, S.A. 24	National Federation of Coffee Growers of Colombia ..Cover
Delta Lines 34	Nedlloyd Lines 28
Dexter & Sons, Inc., C. H. . 2	Nestle Co., The 18
Dupuy Storage and Forwarding Corp. 43	Nopal Line 29
Enterprise Aluminum Co., The 30	Pan American Coffee Bureau 14
Fairchild & Bolte 42	Ransohoff Co., Inc., A. L. . 31
Farrell Lines, Inc. 32	
Fitzpatrick & Hoffman, Inc. 31	Schonbrunn and Co., Inc., S. A. 26
	Silex Restaurant Equip. Div. . 12
GrancolombianaCover	Singhofen and Co., Inc. 31
Gump Company, B. F. 6	Soares Co., J. N. 31
	Stockard Shipping Co., Inc. 37
Hakim, Clement M. 27	
	Torm Lines 35
Ireland Inc., B. C. 31	
Jackson & Son, S., McCandless, Inc. 26	United Fruit Company 35
Java Pacific & Hoegh Lines .. 28	Union Swiss Purchasing Association 38

PREFER
IMPORT
BUY
DRINK

Portuguese Coffee

ANGOLA

CABO VERDE • S. TOME • TIMOR

GRAND
PRIX



BRUXELLES

JUNTA DE EXPORTAÇÃO DO CAFÉ — RUA AUGUSTA, 27 — LISBOA - PORTUGAL

8

Separate
and direct
services from



Colombia

Ecuador

Peru

Mexico

Panama

Central American
Ports

to all coasts
of the U.S. and Canada

ship via

FLOTA MERCANTE

Grancolombiana

Agents

E. G. BINNINGS
New Orleans • Houston • Galveston • St. Louis
BALFOUR GUTHRIE & CO., LTD.
San Francisco • Los Angeles • Seattle
Portland • Vancouver, B. C.
SWEDISH AMERICAN LINE AGENCY, INC.
Montreal
BOSTON SHIPPING CORPORATION
Boston
PENN-MARYLAND STEAMSHIP CORP.
Baltimore
LAVINO SHIPPING COMPANY
Philadelphia

General Agents

Grancolombiana (New York), Inc.

New York
79 Pine Street
Whitehall 3-7200

Chicago
208 South La Salle Street
DEarborn 2-2230

Detroit
1355 Book Building
W Woodward 1-3399



